

# **TOWN COUNCIL AGENDA**

**The agenda items listed below are not part of the scanned agenda and may be viewed at Town Hall during normal business hours:**

- 3) Minutes**
- 4) Check Register**
- 5) Financial Statements**

**All other items are included below.**



# Town of Altavista

## Town Council Meeting Agenda Form

Town Clerk's Office Use:

**Agenda Item #:** 7a

**Attachment #:** Tab 5

Meeting Date: August 14, 2012

**Agenda Placement:** SPECIAL ITEMS or RECOGNITIONS

(Special Recognition (awards, proclamation), Requests & Communications (reports, information presentations). Public Hearings, Unfinished Business, New Business, Closed Session)

**Subject Title:** Habitat for Humanity Proclamation

**Presenter(s):** Town Manager

### SUBJECT HIGHLIGHTS

Stan Goldsmith submitted the request for Council's consideration of a Proclamation recognizing Habitat for Humanity International's National Day of Prayer and designation of a local Town-wide Day of Prayer.

The attached Proclamation would designate Sunday, September 16, 2012 as a "Town-wide Day of Prayer", which would coincide with Habitat's National Day of Prayer.

**Recommendations, if applicable:**

**Staff recommendation, if applicable:** n/a

**Action(s) requested or suggested motion(s):** "I move that the Proclamation designating Sunday, September 16, 2012 as a "Town wide Day of Prayer" in recognition of Habitat for Humanity International's National Day of Prayer be approved."

### **Staff Review Record**

Are there exhibits for this agenda item? Yes

List them in order they appear in the packet: Proclamation

Department head initials and comments, if applicable:

Town Manager initials and/or comments: jwc



**Altavista Area/Campbell County  
Habitat For Humanity**

**TOWN OF ALTAVISTA, VIRGINIA**

***Proclamation***

***WHEREAS***, the Town of Altavista will join with the Altavista Area/Campbell County Habitat for Humanity in recognizing Habitat for Humanity International's National Day of Prayer; and

***WHEREAS***, Habitat for Humanity International's National Day of Prayer will be celebrated on Sunday, September 16, 2012; and

***WHEREAS***, the Town of Altavista in conjunction with the Altavista Area/Campbell County Habitat For Humanity will designate a Town-wide Day of Prayer; and

***WHEREAS***, all local area churches are encouraged to offer prayers in support of this Christian ministry for the dedicated volunteers and providers as well as current and future homeowners; and

***WHEREAS***, the local Habitat "Blitz Build" will be held the weekend of October 21<sup>st</sup> and will be held in honor of all Altavista Area Churches. Your support for this worthy project, dedicated to providing, decent, affordable housing for people in the Altavista area is needed and appreciated.

***NOW, THEREFORE I***, J.R. "Rudy" Burgess, Mayor of the Town of Altavista, Virginia, do hereby proclaim the 16<sup>th</sup> day of September 2012 as

**"Habitat for Humanity International's  
National Day of Prayer"**

throughout the Town of Altavista, and ask that every citizen give thanks for the many benefits provided by our local chapter, the Altavista Area/Campbell County Habitat for Humanity.

Adopted the 14th day of August 2012.

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J.R. Burgess, Mayor

Attested:

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J. Waverly Coggsdale, III, Town Manager



# Town of Altavista

## Town Council Meeting Agenda Form

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Town Clerk's Office Use:

**Agenda Item #:** 7b

**Attachment #:** Tab 5

Meeting Date: August 14, 2012

**Agenda Placement: SPECIAL ITEMS or RECOGNITIONS**

(Special Recognition (awards, proclamation), Requests & Communications (reports, information presentations), Public Hearings, Unfinished Business, New Business, Closed Session)

**Subject Title:** Economic Development Director Introduction

**Presenter(s):** Town Manager

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### SUBJECT HIGHLIGHTS

It is my pleasure to introduce Mrs. Megan Lucas, as the Town's new Economic Development Director. Megan will begin work on Tuesday, September 4, 2012; her office will be located in Town Hall. This new position was approved during the FY2013 budget process as part of Town Council's implementation of the Altavista Economic Development Authority's Action Plan. Please welcome Megan!

Attached is the press release that went out last week in regard to the hiring. I have also attached the AEDA Action Plan and Executive Summary.

### Staff Review Record

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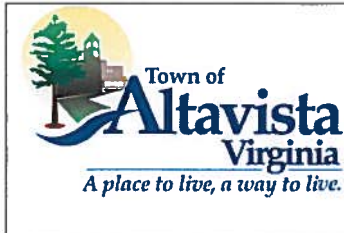
Are there exhibits for this agenda item? **Yes**

List them in order they appear in the packet: **Press Release, AEDA Action Plan and Executive Summary**

Department head initials and comments, if applicable:

Town Manager initials and/or comments: **jwc**

## Town of Altavista Hires Economic Development Director



# NEWS

**For Immediate Release**

**Tuesday, August 7, 2012**

**Contact:** Waverly Coggsdale (434) 369-5001

## **Town of Altavista Hires Economic Development Director**

Altavista, Va. – The Town of Altavista has selected Megan Lucas to fill its newly created position as Economic Development Director. Reporting to the Town Manager, Waverly Coggsdale, Lucas will manage business recruitment, retention and development while working with numerous partners and resources at local and regional levels to effectively market Altavista as a strong and viable location for doing business.

The position was listed as a priority in the Action Plan developed by the Altavista Economic Development Authority (AEDA) and accepted by Town Council earlier this year. The implementation of this priority is the cornerstone to the rest of the Action Plan in regard to economic development activities.

Mrs. Lucas stated that she is "thrilled about this opportunity and looking forward to working with the Altavista community."

Lucas comes to the Town of Altavista from the Bellevue, Nebraska Chamber of Commerce where she served as President/CEO until relocating to central Virginia earlier this year. She had served in that position for the past ten years having responsibility for strategic planning, leadership, economic development and operations management.

Megan is an extraordinary accomplished economic development professional and is an excellent match for this critical position,” said Coggsdale. “I’m confident she will be an invaluable asset in boosting the economic vitality of Altavista.”

Lucas holds a Master’s degree in College Administration from the University of Memphis and a Bachelor’s of Science degree in English from Culver Stockton College. She has completed the Oklahoma University Economic Development Institute and is a Certified Economic Developer (CEcD) through the International Economic Development Council (IEDC).

Megan is married to Tory Lucas, Professor of Law at Liberty University and resides in Lynchburg. She will officially begin as economic development director on September 4.



# # #

# **Altavista Economic Development Authority**

## **ACTION PLAN**

### **I. BACKGROUND – BASIS FOR THE ACTION PLAN INITIATIVE**

Since 2003, a number of economic development studies/plans have been prepared by Altavista, Campbell County, and Region 2000 addressing objectives that would strengthen the Town's economic base. Primarily, these plans include the following:

1. 2003 Town of Altavista Comprehensive Plan
2. 2010 Town of Altavista Comprehensive Plan Update
3. 2005 Economic Restructuring Program for Altavista, Virginia
4. 2003 Campbell County Comprehensive Economic Development Strategy
5. 2007 Campbell County Comprehensive Economic Development Strategy Update
6. 2010 Region 2000 Comprehensive Economic Development Strategy

Each of these plans, to varying degrees, documented the trends and status of the targeted geographic area, undertook a strengths and weaknesses analysis, and charted a course of action to strengthen the economy. Among a variety of goals and recommendations established for Altavista in each document is the common theme of building the basic sector (i.e., increasing employment from those activities, drawing money from outside the area that then creates/stimulates growth in supporting employment). This is accomplished through retention and expansion of existing firms, as well as recruiting new businesses.

The most recent plan for Altavista, the 2010 Comprehensive Plan Update, establishes goals, objectives, and strategies for strengthening the economic base. Activities have been undertaken in the downtown area and for the tourism function that address many of the recommendations. In addition, the Virginia Technical Institute has opened its doors to students. However, yet to be addressed with itemized action plans, are two (2) objectives in the Plan that closely fit the purposes of the Altavista Economic Development Authority.

These two objectives of the 2010 Plan Update, as adopted by Town Council, follow below.

“Objective 2: Seek to expand and diversify the Town’s economic base.

Action Plans:

- A. Encourage the location of high quality commercial and industrial firms, while maintaining an atmosphere conducive to expansion of existing ones.
- B. Proactively seek out symbiotic industry partnerships to relocate in the community.
- C. Encourage and support the reservation of prime industrial sites in the Town’s growth areas.
- D. Support vocational and other suitable training in area schools, including dual enrollment and early college admission programs, to allow residents to compete for employment and educational opportunities.
- E. Enhance and expand CVCC Altavista Center and Virginia Technical Institute planned for former A. O. Smith Building.
- F. Continue to participate in regional economic development and marketing programs.

Objective 5: Create a community culture where business and industry care about people, and the people care about its business and industry.

Action Plans:

- A. Work with the business and industry community through the Chamber of Commerce in order to create the desired culture.
- B. Create the culture with the people through programs sponsored by businesses and industries.
- C. Support the Economic Development Authority (EDA) to help attract new businesses and industries.
- D. Develop a partnership plan for “growing” current businesses and attracting new businesses.”

A strategy calling for implementation is in place. With years of planning having been accomplished, further analysis and planning is unnecessary. Specific action steps (a work plan) are required to now be undertaken.

Thus, the purpose of this document is to get the Comprehensive Plan implementation process started, by itemizing initial (first year) action steps that could be pursued by the Town Council and the AEDA. These steps have been given time lines and measurements by which success can be gauged in the first year of a systematic effort.

If Council chooses to support the AEDA as outlined herein, it should be able to determine reasonably well what has been accomplished as the end of the initial year’s efforts approaches. This becomes an evaluation that will serve as the basis for enlarging or narrowing the scope of the ACTION PLAN and re-setting measurable objectives.



## **II. PROGRAM COMPONENTS OF ACTION PLAN**

The program components presented in this document are not intended to be all comprehensive in the sense of addressing each item listed in the 2010 Altavista Comprehensive Plan. The components are intended to address priorities that can realistically be expected to be achieved in the first year of an economic development program. They address fundamentals that must be established.

It should be understood that pursuit of these components may be challenged by unforeseen circumstances. Opportunities could necessitate work program changes, such as, but certainly not be limited to, a major plant expansion or a prospective new business, requiring the commitment of dozens of staff hours. The same is true for unexpected adversities, such as a business closure, natural disaster, or new government mandates that will divert staff. Suffice it to say, this action plan is a starting point for the first year that, in all likelihood, will require modification, even before an annual review and assessment may begin.

### **CAPACITY BUILDING**

#### Narrative

The action plan/work program proposed through this report to Town Council by AEDA is ambitious and demanding. It is subject to be even more demanding as existing business opportunities, prospect development activities, issues to be resolved, etc., begin to materialize. If this recommended program is pursued vigorously and the “ball is not dropped” when follow-up is necessary, a full-time economic developer will be necessary. This person will also require administrative assistance. Thus, this action plan assumes a full time economic developer to undertake day-to-day implementation. After the first year of implementation, and each year thereafter, resources and responsibilities can be reviewed. This process should allow a determination as to whether the economic developer’s responsibilities should be broadened beyond the retention and attraction of “basic” employers.

An organizational model, which has worked well in Virginia, is that of making the economic developer an employee of the Town, and reporting to the Town Manager. At the same time, this person serves as staff to the AEDA for purposes of implementing the Action Plan.

Much of the first year will be consumed with establishing relationships, working out agreements, developing marketing materials, developing product, etc. Therefore, the AEDA and Town Council should understand that no arbitrary timelines should be established for the direction of the program. Annual reviews will determine if acceptable progress is being made. This will allow an economic development professional sufficient time to begin showing the return on Council’s investment.

### Action

- Town Manager, in consultation with the AEDA, prepares a budget and job description for a town-employed economic developer. Standard procedures to be used to recruit an economic developer, as soon as the Action Plan is approved by Council.
- Economic Developer position approved by Council and employed as close as possible to January 1, 2012.
- Town Manager designates office space, staff support, etc.
- Economic Developer to attend a “Basic Course” in economic development during his/her first year of employment.
- Economic Developer assigned duties in support of AEDA outlined in the Action Plan, plus normal administrative responsibilities of other Town employees as determined by the Town Manager.

### Measurables for First Year

- Economic Developer to prepare annual report at/near end of fiscal year comparing actual accomplishments to the measurable objectives specified in each component of the ACTION PLAN. Report reviewed by Council and AEDA.
- Annual report to propose ACTIONS and measurables for the ensuing year.
- Town Manager to evaluate performance of economic developer per requirements placed on Town employees.
- Economic Developer to report to and consult with AEDA on components of ACTION PLAN on bi-monthly basis, or more often as circumstances warrant.

### Comprehensive Plan Objectives Addressed

- Entire economic development section of Comprehensive Plan.

## **NETWORKING**

### Narrative

Economic development is a field where good professional relationships that leverage information and resources are critical to success. Dozens of persons in the Town and Region will contribute to the process in some manner. Some of these will be commercial realtors, builders, bankers, educators, business managers, and government officials. The responsibility of the economic developer is to identify and “get to know” these persons. In addition, there are those representing organizations which are more immediately crucial to successful local programs. Identified in Attachment A, these organizations/persons control regional and state resources that will help make Altavista successful, and a professional rapport must be developed with them.

### Action

- Host an initial meeting of Altavista-based economic development participants to introduce the local program (representatives from CVCC, Altavista On Track (AOT), Altavista Area Chamber of Commerce, electric power companies, YMCA, public education, banks, and others to be identified).
- Join Chamber and AOT.
- Join Region 2000 Economic Developer Directors Committee.
- Participate in information meetings of Virginia Economic Development Partnership (VEDP), and professional development activities of the Virginia Economic Developers Association.
- Visit with each of the persons listed in Attachment A.

### Measurables for First Year

- Visit with each of Attachment A persons within first 6 months.
- Join Region 2000 Economic Developer Directors Committee within 2 months.
- Host initial meeting with Altavista participants within 2 months.
- Participate in at least 2 of the VEDP quarterly meetings and one VEDP professional development meeting.
- Join Altavista Chamber and AOT in first month.
- Provide program to business and/or community group on Altavista economic development at least quarterly.

### Comprehensive Plan Objectives Addressed

- Objective 2, item F
- Objective 5, item A
- Objective 5, item D

## **EXISTING BUSINESS RETENTION AND EXPANSION**

### Narrative

This is the single most important component of the local economic development effort. Quite simply, regardless of the challenges, it is easier for a community to retain and help existing businesses grow, than it is to recruit new firms after the existing base has abandoned the Town. An effective visitation program is the most effective tool of the economic developer in revealing problems and opportunities of existing firms that can somehow be influenced by resources the Town can leverage when issues are encountered. The economic developer is charged with determining a reasonable course of action by the Town and then leveraging the resources that will actually assist the target company. The visitation program also becomes a component of the marketing initiative when suppliers and customers of existing businesses are identified as potential companies for pursuit by the Town.

### Actions

- Identify and develop a data base on all “basic” and major supporting businesses in Altavista area (3 mile radius).
- Schedule 1+ hour visits with highest-placed representative of firms as is possible. Priorities are (1) “basic” businesses such as manufacturers, regional service companies, call centers, etc. (2) financial institutions, transportation firms, etc., and (3) major retailers and supporting institutions. Information highlighted on Attachment B should be obtained and recorded by the economic developer.
- Prepare a written course of initial action for any visit where action by the Town is appropriate. Revisions and updates to be noted as they occur.

### Measurables for First Year

- Basic and major supporting businesses identified in first month of program.
- 26 employer visits conducted in first ten (10) months.
- Short, concise report prepared on each visit, as well as course of action for visits requiring subsequent town assistance.
- Two annual education/information programs targeted to existing Altavista businesses, in collaboration with Chamber, CVCC, VTI, etc.
- Economic developer to have had role in creating 50 new, full-time jobs among existing employers.

### Comprehensive Plan Objectives Addressed

- Objective 2, item A
- Objective 2, item B

## **PRODUCT DEVELOPMENT**

### Narrative

Undeniably, there is a “community culture” (civic organizations, effective services, strong local government, positive attitudes, etc.) in Altavista that is at the heart of a highly successful business environment. This “culture” is a major part of the product any community must have to successfully attract and retain basic employees. While this supporting element must be constantly addressed by the Town, more immediate attention must be focused on the fundamental requirements for physically locating a business: building space, improved sites, and a broadened local incentive program.

Existing space of approximately 900,000 square feet is potentially available in and adjacent to Altavista in two (2) buildings: the Lane plant (200,000+ sq. ft., depending on final plans), and the Kloppman plant in Hurt with 680,000 sq. ft. For these, and other facilities that may become available over time, a variety of issues must be addressed before the buildings can be represented as available, utilitarian, and cost effective locations.

Three improved smaller sites on which construction can be tailored to the specific needs of a business are currently available just outside the Town boundary in Dearing Ford Park. These are 5 to 11 acres in size and should support Altavista's small site demands over the next 2 to 5 years. However, over an extended period, additional small, improved sites will be required on which facilities of less than 50,000 sq. ft. can be built. Such sites would be attractive either inside or very close to the Town, if served with access and utilities.

There are no improved, available larger sites (either public or privately owned) of 20 acres or more in or in the immediate vicinity of Altavista. The Virginia Economic Development Partnership and this consultant both report that the vast majority of inquiries are for sites that exceed the 20 acre minimum. The terrain in Central/Southside Virginia and the normal mandate for sites where a new plant of 100,000 sq. ft. or more can be doubled in size generally make 20 acres an absolutely minimum necessity. If Altavista wishes to be competitive for "major" facility expansions or new locations, it must either purchase and develop one or more larger sites or ensure that privately owned industrial properties are competitively available. There are several potential sites within or adjacent to the Town that might be pursued. However a cost benefit analysis must be conducted on each prior to the Town committing to a specific course of action. In the absence of larger sites, it is highly doubtful that major expansions or new locations will be captured. Accordingly, it is recommended that the Town acquire and prepare (or option with the intention of ultimately acquiring) one or more sites in excess of 20 acres.

A "product" enhancement that can be relatively quickly addressed by an economic development initiative is to revise Altavista's local incentive program. Addressing the potential of targeting smaller businesses for incentives than currently allowed; qualifying building owners for local financial incentives when they are required to make modifications for basic employers; and offering the possibility of favorable loans that supplement other financing are several ways the Altavista incentive program might be broadened.

#### Action

- Develop a formal or informal agreement/relationship with the Pittsylvania County Economic Development office that will allow the Altavista Economic Developer to represent the Kloppman building and encourage the Pittsylvania County Economic Developer to seek Altavista's support with prospect development.
- Meet with Schwarz and Schwarz at the Asheboro offices and review other projects undertaken by the firm. Visit one or two other sites with EDA members where Schwarz and Schwarz has redeveloped old textile and furniture buildings for industrial re-use. Partner with Schwarz and Schwarz on the development of a re-use plan for the Lane building. Among the questions to be answered are partial building demolition, open land for new facilities, on-site vehicle circulation, utility service, building space to be available for

lease, and possible assistance for the Town. This entire process should be completed within 6 months.

- Have appointed subcommittee of AEDA evaluate and recommend to AEDA and Town Council one or more 20+ acre sites for purchase and/or option. Process to be conducted and submitted simultaneously with Action Plan to Council for approval and funding. Evaluate the possibilities (cost-benefit analysis) inside and outside the town as identified by the consultant. Determine if Altavista has the resources to pursue purchasing, optioning, or a partnership at one or more of the locations. Conclude necessary actions to gain control of one or more sites. This process will likely take the entire initial year of the economic developer's employment.
- Modify the local incentive guidelines to reduce the size, required investment, and employment duration provisions; allow access by owners of existing buildings when required to accommodate a basic employer; and establish a method for making loans when they supplement larger loans from other sources. If the decision is made to initiate a loan program, a local financial institution should be selected for loan management purposes. A period of 6 to 9 months should be sufficient for this process.

#### Measurables for First Year

- For the Kloppman building, AEDA and Town Council to review anecdotal evidence on cooperative activities with Pittsylvania County and any formal agreements/letters of understandings that might result. If positive results are observed by the end of the first year, target numbers for prospect visits can be set for ensuing years.
- Have within 6 months a plan for Lane building redevelopment and a written agreement/letter of understanding defining the role of all participants.
- Purchase or option one or more 20 acre sites for expansions or new businesses after conducting analyses to determine costs and benefits. This should be accomplished as soon after economic development initiation as possible.
- Complete update/modification of incentive policy per previous narrative by end of third quarter of initial year.

#### Comprehensive Plan Objectives Addressed

- Objective 2, item A
- Objective 2, item C
- Objective 5, item D

## **MARKETING**

### Narrative

Practically all activities of a new economic development activity could be considered marketing; but, for the purpose of this ACTION PLAN, advertising and other overtures directed to basic employers outside Altavista will be addressed. An aggressive, "full blown" advertising program is not recommended for several reasons:

there is not enough local funding for Altavista by itself to conduct an effective, full scale advertising campaign; Altavista does not currently have the product (buildings and sites) to accommodate new businesses; Region 2000 is already charged with marketing the entire region; and the Virginia Economic Development Partnership markets/advertises for all communities in the Commonwealth, as very few communities can afford such an undertaking.

However, there are things Altavista can do over the next year to improve its profile and “get the message out” that it is a good location for new business. By beginning with what can be accomplished over the near term, the town will begin establishing its message and be better positioned by the end of Year 1. Hopefully, by that time new sites will become available and Altavista will be better positioned otherwise to capture business locations.

#### Action

- Reaffirm the industries Altavista will target as those it wishes to attract. Based on previous work by Campbell County, supplier-customer linkages of existing Altavista industries, the unique water resource in Altavista, and fiber services, these targets appear to be the following:
  - Fabrication of machinery and equipment
  - Plastics manufacturers
  - Large water users
  - Businesses that are customers or suppliers of Altavista’s existing major businesses
  - Fiber dependent information technology businesses
- Vigorously pursue the Networking and Existing Business components of this ACTION PLAN. Explain the advantages of an Altavista location to new allies and identify customers and suppliers of Altavista’s existing major businesses.
- Prepare one (1) page fact sheet on Altavista (“talking points” flier on which considerable work has already been completed by AOT) and an Altavista Economic Development website. The website should be incorporated into the Town’s new website but should also be comprehensive enough to stand alone, providing a complete range of information to the corporate site searcher.
- Begin pursuit of the recommendations in the AOT Altavista branding study with Town government, Altavista On Track, and the Chamber of Commerce. Results to be incorporated into future marketing, publications, etc.
- Allocate \$10,000 to \$15,000 for combining marketing-advertising resources with the Campbell County Economic Development office. The Campbell County Director of Economic Development advises that he can “provide a menu of available items such as print, web, e-blasts, local or national that AEDA can choose from. The AEDA can decide on what target sector, such as a data center, they would like to concentrate on.” This looks to be an excellent way to maximize the impact of limited dollars.

### Measurables for First Year

- Reaffirm or revise target industry list by end of 2<sup>nd</sup> month.
- Meet networking objectives of Action Plan.
- Prepare 1 page fact sheet by end of 2<sup>nd</sup> month.
- Complete economic development section of Altavista website on schedule established by the Town.
- Have agreement on branding as soon as possible so results can be included in fact sheet, web page, and other uses.
- Allocate funds and select best method of use for marketing with Campbell County by end of six (6) months. Develop schedule and begin marketing with Campbell County by end of first year.
- Have primary role in securing and hosting two (2) visits from “new business” prospects.

### Comprehensive Plan Objectives Addressed

- Objective 2, item A
- Objective 2, item B
- Objective 2, item F
- Objective 5, item C
- Objective 5, item D

## **ENCOURAGING ENTREPRENEURISM**

### Narrative

Altavista’s tradition of encouraging entrepreneurship now has an additional opportunity, and while results of developing entrepreneurs are not as immediate as when expansions of new locations occur, the longer term potential of helping small businesses grow can be significant.

An opportunity to use this economic development tool exists with the Virginia Technical Institute (VTI). The building housing the Institute currently has 30,000-40,000 square feet of space not scheduled for use. Though some upgrading of this space is necessary, it can easily be used to house start-up or early stage basic businesses.

Such businesses could benefit from not having the distraction of facility management; the resources of the Business Development Center in Lynchburg that already has outreach counseling in Altavista; and the training function of the Institute that would give the businesses exposure and possible access to a trained workforce. The new economic development function could in effect, have a modified version of an incubator as a resource when demands/opportunities arise with small businesses (early stage or start-up).



#### Action

- In cooperation with VTI, the Altavista Chamber of Commerce, and the Business Development Center, develop a plan for using vacant Institute space to house and support early stage and start-up businesses.

#### Measurables for First Year

- Have a plan in place during the first year.

#### Comprehensive Plan Objectives Addressed

- Objective 2, item A
- Objective 2, item E
- Objective 5, item D

## RESOURCE ORGANIZATIONS

### ***Virginia's Economic Development Partnership***

Prospect development research, state incentives technical assistance, community profile.

Website: [www.yesvirginia.org](http://www.yesvirginia.org)

Telephone: (804) 545-5700 (Richmond)

Key Contacts:

Liz Povar, Director of Business Development: [lpovar@yesvirginia.org](mailto:lpovar@yesvirginia.org)

Brent Sheffler, Managing Director for Advanced Manufacturing: [bsheffler@yesvirginia.org](mailto:bsheffler@yesvirginia.org)

Jerry Giles, Managing Director for Technology, Energy and Corporate Services: [jgiles@yesvirginia.org](mailto:jgiles@yesvirginia.org)

Mike Lehmkueller, Managing Director for Strategic Properties: [mlehmkueller@yesvirginia.org](mailto:mlehmkueller@yesvirginia.org)

Rob McClintock, Director of Research: [rmcclintock@yesvirginia.org](mailto:rmcclintock@yesvirginia.org)

Jay Langston, Senior Project Support Manager: [jangston@yesvirginia.org](mailto:jangston@yesvirginia.org)

John Loftus, Sites and Buildings Representative: [jloftus@yesvirginia.org](mailto:jloftus@yesvirginia.org)

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### ***Virginia Department of Business Assistance***

Workforce training program development, incentives

Website: [www.dba.virginia.gov](http://www.dba.virginia.gov)

Telephone: (804) 371-0438 (Richmond)

Key Contact:

Ron Tignor, Interim Director: [ron.tignor@vdba.virginia.gov](mailto:ron.tignor@vdba.virginia.gov)

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### ***Virginia Tobacco Commission***

Economic development grants

Website: [www.tic.virginia.gov](http://www.tic.virginia.gov)

Telephone: (804) 225-2027 (Richmond)

(877) 807-1086 (Richmond) toll free

(434) 432-7203 (Southside/Chatham)

Key Contacts:

Neal Noyes, Executive Director: [neal.noyes@tic.virginia.gov](mailto:neal.noyes@tic.virginia.gov)

Tim Pfohl, Grants Program Director: [tim.pfohl@tic.virginia.gov](mailto:tim.pfohl@tic.virginia.gov)

Sarah Capps, Grants Administrator (Chatham): [sarah.capps@tic.virginia.gov](mailto:sarah.capps@tic.virginia.gov)

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### ***Mid-Atlantic Broadband Cooperative***

Broadband fiber backbone and services

Website: [www.mbc-va.com](http://www.mbc-va.com)

Telephone: (434) 570-1300 (South Boston)

Key Contacts:

Tod Deriso, President and CEO: [tad@mbc-va.com](mailto:tad@mbc-va.com)

Gray Ramsey, Vice President/General Manager: [gray@mbc-va.com](mailto:gray@mbc-va.com)

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***Virginia Economic Development Association***

Professional development, networking

Website: [www.goveda.org](http://www.goveda.org)

Telephone: (757) 412-2664 (Virginia Beach)

Key Contact:

Connie Long, Executive Director: [VEDA@associationbuilders.com](mailto:VEDA@associationbuilders.com)

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***Region 2000 Economic Development Council***

Prospect development, technical support, regional research and information

Website: [www.region2000.org](http://www.region2000.org)

Telephone: (434) 845-2000 (Lynchburg)  
(434) 847-1447

Key Contacts:

Bryan David, Executive Director: [bdavid@region2000.org](mailto:bdavid@region2000.org)

Kathy White, Economic Development Assistant: [kwhite@region2000.org](mailto:kwhite@region2000.org)

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***Center for Advanced Engineering & Research***

Research and technology transfer among industries, universities and laboratories

Website: [www.region2000.org](http://www.region2000.org)

Telephone: (434) 477-5060 (Forest – Bedford County)

Key Contact:

Bob Bailey, Executive Director: [bbailey@caer.us](mailto:bbailey@caer.us)

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***Region 2000 Business Development Center***

Small business incubator, business counseling, financing, and training

Website: [www.lbdc.com](http://www.lbdc.com)

Telephone: (434) 582-6100 (Lynchburg)

Key Contacts:

Catherine McFaden,

Marty Guidice

Paul Morrison

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***Dominion Virginia Power***

Community business assistance with electric power issued

Website: [www.dom.com](http://www.dom.com) (search for “economic development)

Telephone: (804) 771-4987 (Richmond)

Key Contact:

Kent Hill, [kent\\_hill@dom.com](mailto:kent_hill@dom.com)

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***Southside Electric Cooperative***

Electricity service

Website: [www.sec.coop](http://www.sec.coop)

Telephone: (800) 552-2118 (Crewe)  
(434) 369-5295 (Altavista)

Key Contacts:

Michael Lobue, Director, [malobue@gmail.com](mailto:malobue@gmail.com) or [mike.lobue@sec.coop](mailto:mike.lobue@sec.coop)

Telephone: (434) 941-6980

Franklin Harris, Manager of Member Services and Public Relations, [frank.harris@sec.coop](mailto:frank.harris@sec.coop)

Telephone: (434) 645-3211

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***Campbell County Office of Economic Development***

Business retention and development for county government

Website: [www.econdev@co.campbell.va.us](http://www.econdev@co.campbell.va.us)

Telephone: (434) 592-9595

Key Contact:

Mike Davidson, Director: [jmdavidson@co.campbell.va.us](mailto:jmdavidson@co.campbell.va.us)

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***Pittsylvania County Office of Economic Development***

Business retention and development for county governments

Website: [www.pittced.com](http://www.pittced.com)

Telephone: (434) 432-1669 (Chatham)

Key Contact:

Kenneth Bowman, Director: [ken.bowman@pittgov.org](mailto:ken.bowman@pittgov.org)

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***Lynchburg Regional Chamber of Commerce***

Regional business advocacy and resources of Central Virginia Industries, Inc.

Website: [www.lynchburgchamber.org](http://www.lynchburgchamber.org)

Telephone: (434) 845-5966 (Lynchburg)

Key Contacts:

Rex Hammond, President and CEO:

Christine Kennedy, Executive Vice President:

**ALTAVISTA  
ECONOMIC DEVELOPMENT AUTHORITY  
VISITATION PROGRAM FOR EXISTING INDUSTRY/COMMERCE**

Date: \_\_\_\_\_

Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Principal Business: \_\_\_\_\_

1. General status of business, products, trends, number of employees, etc.
  
2. Problems with Town, County, State, Federal government, neighboring properties, etc. that inhibit business operations and/or growth. (Anything that the business manager would change if he had the power)
  
3. Opportunities where local action might help a company solidify its operations in Altavista and/or grow in Altavista.
  
4. Supporting companies or customers in a supply chain that might have possibilities of locating in Altavista area.
  
5. Any other items of interest to the business representative.

# ALTAVISTA EDA ACTION PLAN EXECUTIVE SUMMARY

## BACKGROUND

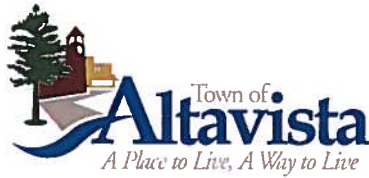
Over the past eight years, several plans have been adopted regarding strategies to expand basic employment in the Town of Altavista, including an update of the Town's Comprehensive Plan, in 2010. The AEDA ACTION PLAN outlines an aggressive, systematic implementation of the strategies adopted by Town Council in the Comprehensive Plan.

## FUNDAMENTAL ASSUMPTIONS THAT GUIDED THE AEDA ACTION PLAN DEVELOPMENT

- Altavista can/will affect retention and creation of basic jobs
- To do so, more local resources will be required than have previously been committed
- Implementation activities must be specific and have measurable objectives
- Annual plan updates are necessary components
- Strengthening the economy will require a range of individual organizations and individuals, not just the Town Council and the AEDA
- Major results will not come immediately. Altavista must commit to the "long haul" for appreciable results.

## SIX COMPONENTS FOR FIRST YEAR OF THE ACTION PLAN

- **Capacity Building** – Establish a full-time economic developer position, in January, 2012. This position will work for the Town Manager and support implementation of the ACTION PLAN. An annual performance evaluation will be conducted.
- **Networking** – The economic development director will build relationships with local (Altavista Area Chamber of Commerce, Altavista On Track, Virginia Technical Institute, etc.), regional (Region 2000, utilities, CVCC, CAER, etc.), and statewide (Virginia Economic Development Partnerships, Tobacco Commission, etc.) organizations that will assist and support Altavista economic development with different resources
- **Existing Business Retention and Expansion** - An aggressive business visitation and follow-up effort will be developed, including visiting 26 businesses and assisting in the creation of 50 full-time expansion jobs in the first year. (The most important action component is to retain and grow what Altavista has, rather than exhaust resources on the much more difficult and costly recruitment of new industry.)
- **Develop Products** —Procure by purchase and/or option one or more 20+ acre sites and partner with the owner of the Lane building on a redevelopment program, to ensure locations for expanding local firms and/or new businesses). Broaden local incentives.
- **Marketing** – Develop the following plan fundamentals in the first year: (1) Agree on types of businesses the Town wants to pursue, (2) Ask existing businesses to identify prospects; and (3) Prepare a comprehensive economic development website, publish a fact sheet, begin a branding effort, and initiate cooperative marketing with Campbell County.
- **Encourage Entrepreneurism** – Pursue agreements with Virginia Technical Institute for use of vacant space and with Chamber of Commerce and the Business Development Center for technical support to aid new or early stage small businesses with growth potential.



# Town of Altavista

## Town Council Meeting Agenda Form

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Meeting Date: August 14, 2012

Town Clerk's Office Use:

**Agenda Item #:** 7c

**Attachment #:** Tab 5

**Agenda Placement: SPECIAL ITEMS or RECOGNITIONS**

(Special Recognition (awards, proclamation), Requests & Communications (reports, information presentations), Public Hearings, Unfinished Business, New Business, Closed Session)

**Subject Title:** Rotary River Festival Update

**Presenter(s):** Robert Duff, Rotary Club President

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### SUBJECT HIGHLIGHTS

Mr. Duff has asked for an opportunity to update Council on the Rotary River Festival that was held at English Park on Saturday, August 4, 2012.

### **Staff Review Record**

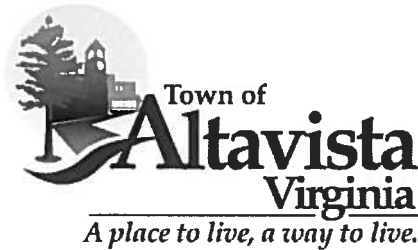
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Are there exhibits for this agenda item? No

List them in order they appear in the packet:

Department head initials and comments, if applicable:

Town Manager initials and/or comments: jwc



## FINANCE COMMITTEE REPORT



The Finance Committee met on Tuesday, August 7, 2012 to discuss items that had been placed on their agenda. The following items are submitted for Council's consideration:

I: Budget Amendments (*Action Requested*)

Attached is information in regard to budget amendments related to funds that are being carried over from FY2012 to FY2013 to complete on-going projects, as well as the addition of funding for Altavista EMS in FY2013. (Attachments: Budget Amendments)

Possible Motion/Action: *"I move that the attached budget amendments, totaling \$181,203.00 be approved."*

III: Town of Hurt Water Bill Adjustment Request (*Action Requested*)

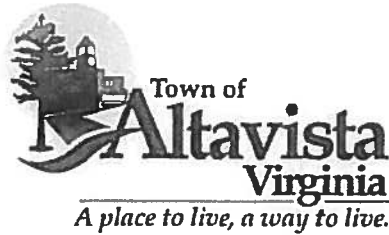
Per the attached correspondence, staff requested that the Finance Committee review the request of the Town of Hurt for a water bill adjustment associated with the Medical Center firefighting efforts. Upon receiving the inquiry, staff reviewed the data and proposed that our current policy for dealing with citizen adjustments be utilized. This policy takes the last 12 months of consumption and creates an average usage and the customer is billed (at their normal rate) for that amount, in this case we know that the additional water was primarily utilized for the firefighting efforts and staff recommends that this amount be billed at the lesser in-town rate, rather than the Town of Hurt's normal rate. The Finance Committee recommends approval of staff's recommendation. (Attachment: Water bill adjustment sheet)

Possible Motion/Action: *"I move that the water bill adjustment for the Town of Hurt be approved as presented."*

II: Revised Financial Reports (*No Action Required*)

Staff has developed new financial reports (included under Item # 5 of the Council's Agenda) for Council's monthly review. The format is very similar to the budget layout to create continuity. The reports indicated the percentage of revenue or expenditures for categories listed in the budget. (Reports can be found at Agenda Item 5 – Financial Statements)





**TO: Finance Committee**

**From: Tobie Shelton, Finance Director**

**RE: Explanations for Budget Amendments, FY 2013**

**Date: August 7, 2012**

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The attached budget amendments are presented for your consideration. The amendments, with the exception of one, represent items that were pointed out at the July 10, 2012 Council meeting; the carryover of funds from FY 2012 as well as the annual contribution to Altavista EMS. There is one additional amendment requesting the appropriation of funds to cover materials needed to construct the road to the slave cemetery. I respectfully request your approval for the adjustments totaling \$181,203.00 to the FY 2013 budget.

#### **General Fund**

The requested adjustments to the General Fund total \$20,973.00. These amendments represent carryover funding from FY 2012, to cover the cost of the extension wall as well as final improvements to the Bedford Avenue Park that we were unable to complete prior to the end of FY 2012 (\$17,200.00), the annual contribution to Altavista EMS (\$1,000.00) and the cost associated with constructing the road to the slave cemetery (\$2,773.00). Funding to cover the cost of construction for the road has been received from Avoca to offset the expense.

#### **Highway Fund**

The requested adjustment to the Highway Fund represents carryover funding to be appropriated for the cost of paving Amherst Avenue. (\$102,700.00).

#### **Enterprise Fund**

The requested adjustments to the Enterprise Fund total \$57,530.00. These amendments represent carryover funding from FY 2012, to cover the cost of replacing several roofs on buildings located at our Wastewater Treatment Plant (\$30,000.00), in addition to the remaining cost associated with Dr. Licht's and Dr. Sower's studies (27,530.00).

# TOWN OF ALTAVISTA

## BUDGET AMENDMENT

BE IT ORDAINED by the Town Council of Altavista, VA, that the following amendment be made to the annual budget ordinance for the fiscal year ending June 30, 2013:

Section 1. To amend the General Fund, as follows:

<u>Account</u>	<u>Expense</u>	<u>Revenue</u>
General Fund		
Materials & Supplies / Highway, Streets & Sidewalks		
010-4101-601.60-22	\$ 2,773.00	
General Fund		
Miscellaneous Revenue		
010-0000-351-04-00		\$ 2,773.00

### Summary

Appropriate \$2,773.00 to cover materials regarding road to slave cemetery

### Budget Impact

Funding to cover the expense associated with the road to the slave cemetery is being covered by Avoca.

Section 2. Copies of this budget amendment shall be furnished to the Clerk of the Town Council and to the Finance Director for their direction.

Adopted this 14th day of August, 2012

# TOWN OF ALTAVISTA

## BUDGET AMENDMENT

BE IT ORDAINED by the Town Council of Altavista, VA, that the following amendment be made to the annual budget ordinance for the fiscal year ending June 30, 2013:

Section 1. To amend the General Fund, as follows:

<u>Account</u>	<u>Expense</u>	<u>Revenue</u>
General Fund		
Capital Outlay - Replace Parks		
010-4104-602.81-26	\$ 17,200.00	
General Fund		
Transfer In from Reserves		
010-0000-361.01-00		\$ 17,200.00

### Summary

Appropriate \$17,200.00 to cover the cost of the extension wall (approved by Council on June 12, 2012) and final improvements that were not completed in FY 2012. Funds were carried over from FY 2012 (approved by Council on July 10, 2012) to support the increase to FY 2013's budget.

### Budget Impact

There will be an impact in the amount of \$17,200.00 to the General Fund.

Section 2. Copies of this budget amendment shall be furnished to the Clerk of the Town Council and to the Finance Director for their direction.

Adopted this 14th day of August, 2012

# TOWN OF ALTAVISTA

## BUDGET AMENDMENT

BE IT ORDAINED by the Town Council of Altavista, VA, that the following amendment be made to the annual budget ordinance for the fiscal year ending June 30, 2013:

Section 1. To amend the General Fund, as follows:

<u>Account</u>	<u>Expense</u>	<u>Revenue</u>
General Fund		
Contribution - Altavista EMS		
010-9101-801.50-61	\$ 1,000.00	
General Fund		
Transfer In from Reserves		
010-0000-361.01-00		\$ 1,000.00

### Summary

Appropriate \$1,000.00 funding request from Altavista EMS. Note, Council voted to forward funding once requested paperwork is received.

### Budget Impact

There will be an impact in the amount of \$1,000.00 to the General Fund.

Section 2. Copies of this budget amendment shall be furnished to the Clerk of the Town Council and to the Finance Director for their direction.

Adopted this 14th day of August, 2012

# TOWN OF ALTAVISTA

## BUDGET AMENDMENT

BE IT ORDAINED by the Town Council of Altavista, VA, that the following amendment be made to the annual budget ordinance for the fiscal year ending June 30, 2013:

Section 1. To amend the Highway Fund, as follows:

<u>Account</u>	<u>Expense</u>	<u>Revenue</u>
Highway Fund		
Materials & Supplies / Pavement		
020-4101-601.60-36	\$ 102,700.00	
Highway Fund		
Highway Revenue / Carry Over of Funds		
020-0000-341.07-01		\$ 102,700.00

### Summary

Appropriate \$102,700.00 for the cost of paving Amherst Avenue.

### Budget Impact

This will result in a net increase to the budget of \$102,700.00. Funds were carried over from FY 2012 (Approved by Council on July 10, 2012) to support the increase in FY 2013's budget.

Section 2. Copies of this budget amendment shall be furnished to the Clerk of the Town Council and to the Finance Director for their direction.

Adopted this 14th day of August, 2012

# TOWN OF ALTAVISTA

## BUDGET AMENDMENT

BE IT ORDAINED by the Town Council of Altavista, VA, that the following amendment be made to the annual budget ordinance for the fiscal year ending June 30, 2013:

Section 1. To amend the Enterprise Fund, as follows:

<u>Account</u>	<u>Expense</u>	<u>Revenue</u>
Enterprise Fund / Wastewater Department		
Contractual Services / Misc & Professional Services		
050-5101-702.30-14	\$ 27,530.00	
Enterprise Fund		
Transfer In from Reserves		
050-0000-361.01-00		\$ 27,530.00

### Summary

Appropriate \$27,530.00 for the remaining cost of Dr. Licht's and Dr. Sower's studies.

### Budget Impact

This will result in a net increase to the budget of \$27,530.00. Funds were carried over from FY 2012 (Approved by Council on July 10, 2012) to support the increase in FY 2013's budget.

Section 2. Copies of this budget amendment shall be furnished to the Clerk of the Town Council and to the Finance Director for their direction.

Adopted this 14th day of August, 2012

# TOWN OF ALTAVISTA

## BUDGET AMENDMENT

BE IT ORDAINED by the Town Council of Altavista, VA, that the following amendment be made to the annual budget ordinance for the fiscal year ending June 30, 2013:

Section 1. To amend the Enterprise Fund, as follows:

<u>Account</u>	<u>Expense</u>	<u>Revenue</u>
Enterprise Fund / Wastewater Department		
Capital Outlay - Replace Machinery and Equipment		
050-5110-702.81-18	\$ 30,000.00	
 Enterprise Fund		
Transfer In from Reserves		
050-0000-361.01-00		\$ 30,000.00

### Summary

Appropriate \$30,000.00 for the cost of roof replacement at WWTP.

### Budget Impact

This will result in a net increase to the budget of \$30,000.00. Funds were carried over from FY 2012 (Approved by Council on July 10, 2012) to support the increase in FY 2013's budget.

Section 2. Copies of this budget amendment shall be furnished to the Clerk of the Town Council and to the Finance Director for their direction.

Adopted this 14th day of August, 2012

## Town of Hurt

(Water Bill adjustment recommendation - Associated with Medical Center fire)

	Consumption	Rate	Charges	
Jul-12	4,084,991	2.84	11,601.37	
Avg. Bill 12 months	2,831,375	2.84	8,041.11	
Difference	1,253,616	1.89	2369.33	
			11,601.37	Current Bill
			<u>-1,190.93</u>	Recommended Adjustment
			<b>10,410.44</b>	Recommended Bill

*Staff proposes to charge the Town of Hurt the In-Town rate for consumption above the 12 month average.*



## WWTP PCB Bio-Remediation Alternatives Committee

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### UPDATE REGARDING ON-GOING ACTIVITIES:

- Received Preliminary Report from Dr. Sower's on his "Pilot Scale Study of Efficacy of Bioaugmentation for Remediation of PCBs Contaminated Sludge in the WWTP Emergency Overflow Pond, Altavista, VA." – dated July 23, 2012. (HARD COPY included with your agenda packet)
- Dr. Sower's made his initial return visit to gather data for analysis on August 2<sup>nd</sup>.
- Electric fence installed to deal with muskrat issue.
- Grading on western side of pond, to assist with drainage.
- Steve Rock, via email, indicated EPA continues to support his efforts in working with Ecolotree (Dr. Licht) and Dr. Sower's, as well as other technologies.
- Green Earth Naturally (EarthNet) visited the site and took samples for analysis.
- Foliar sample collection of Dr. Licht's project will be conducted by Town staff in mid-August.



## Town of Altavista Town Council Meeting Agenda Form

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Town Clerk's Office Use:

<b>Agenda Item #:</b>	<b>10a</b>
<b>Attachment #:</b>	<b>Tab 8</b>

Meeting Date: August 14, 2012

**Agenda Placement: New Business** (Special Recognition (awards, proclamation), Requests & Communications (reports, information presentations).  
Public Hearings, Unfinished Business, New Business, Closed Session)

**Subject Title:** Appointment – Planning Commission

**Presenter(s):** Town Manager

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### SUBJECT HIGHLIGHTS

Mr. John Woodson's term on the Planning Commission expires during the month of August. Mr. Woodson has served on the Planning Commission since March 2003, when he filled the unexpired term of this father, Mr. Claude Woodson. Staff has contacted Mr. John Woodson and he is agreeable to serve another four year term to August 2016.

### Recommendations, if applicable:

#### Staff recommendation, if applicable:

Reappoint Mr. John Woodson to the Altavista Planning Commission for a four year term.

#### Action(s) requested or suggested motion(s):

Motion reappointing Mr. John Woodson to the Planning Commission for a four (4) year term ending August 31, 2016.

### Staff Review Record

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Are there exhibits for this agenda item? **No**

List them in order they appear in the packet:

Department head initials and comments, if applicable:

Town Manager initials and/or comments: **jwc**



# Town of Altavista

## Town Council Meeting Agenda Form

Meeting Date: August 14, 2012

Town Clerk's Office Use:

<b>Agenda Item #:</b>	<b>10b</b>
<b>Attachment #:</b>	<b>Tab 8</b>

**Agenda Placement:** New Business

(Special Recognition (awards, proclamation), Requests & Communications (reports, information presentations), Public Hearings, Unfinished Business, New Business, Closed Session)

**Subject Title:** Town Strategic Work Plan

**Presenter(s):** Town Manager

### SUBJECT HIGHLIGHTS

During FY2012, the Altavista Town Council conducted a Strategic Planning Retreat to discuss the future vision and goals of the Town. Following the Council's retreat, the Town Executive Staff conducted a retreat to further review the "aspirations" developed by Council. In the pursuing months, staff has worked on creating "Key Tasks and Activities", assigned "Champions" to each Goal and establishing "Target Dates". Attached is the Draft Strategic Work Plan for Council's consideration and review. Also attached is a "Quick Guide to the Strategic Work Plan" that can be a resource to disseminate to the public. Once the plan is adopted, it will be available on the Town's web site.

In addition, over the past few months staff has begun work on implementation of some of the goals established by Council through the tasks described in the plan. This plan would cover staff work for the next year or so and would be revisited every other year by Council during a strategic planning process.

**Staff recommendation, if applicable:** Review and make any necessary changes to the document and adopt the Strategic Work Plan.

**Action(s) requested or suggested motion(s):** "I move that the Strategic Work Plan be adopted by Council."

### **Staff Review Record**

Are there exhibits for this agenda item? **Yes**

List them in order they appear in the packet: **Strategic Work Plan draft; "Quick Guide to Strategic Work Plan"**

Department head initials and comments, if applicable:

Town Manager initials and/or comments: *jwc*

**DRAFT**

# Town of Altavista Strategic Work Plan

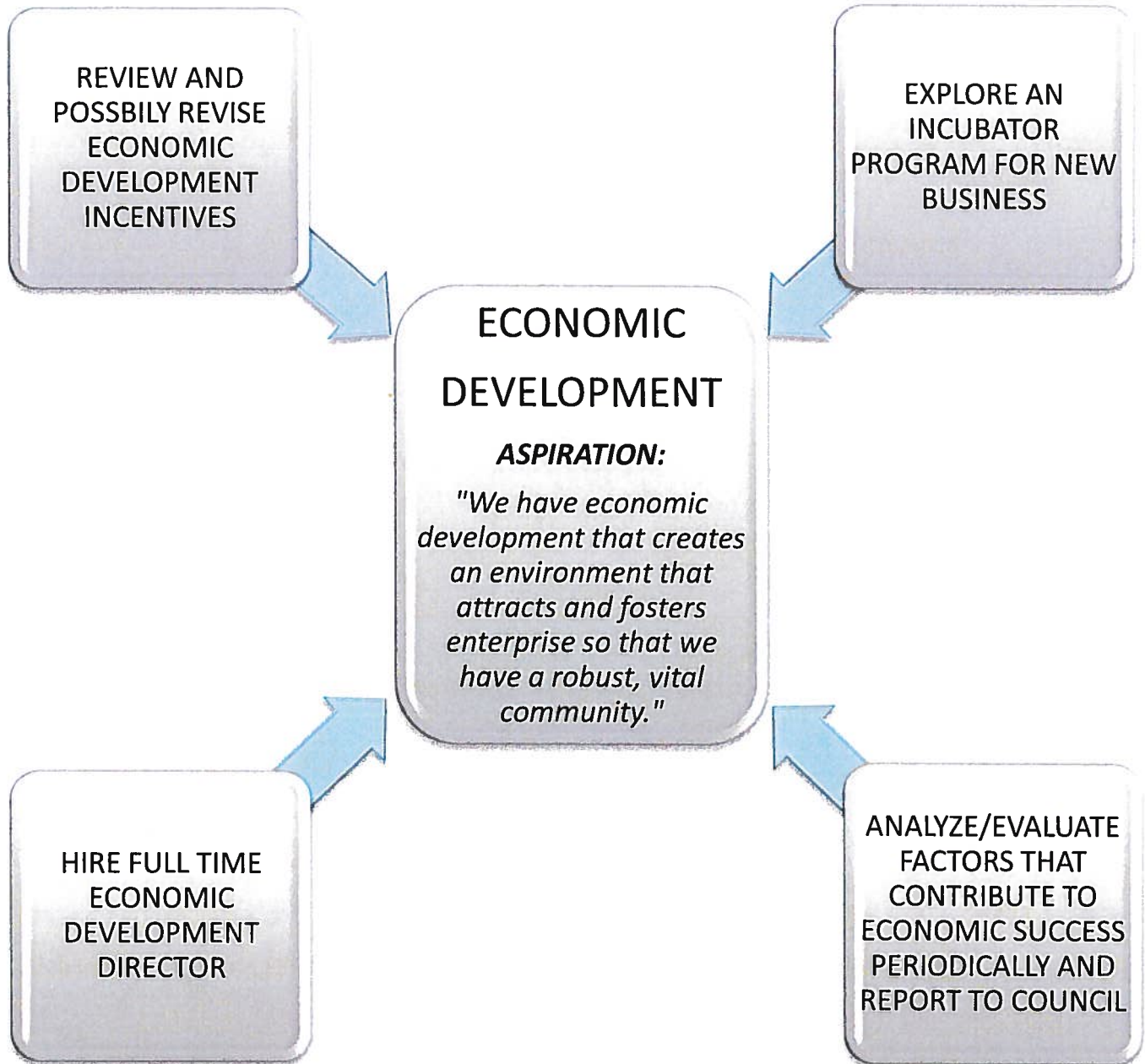
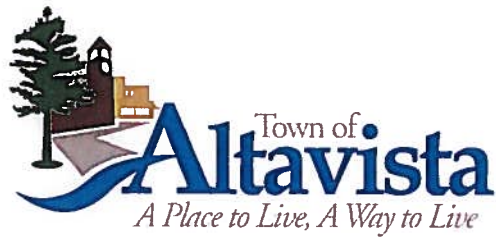


Altavista Town Council  
2012

**DRAFT**

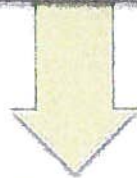








DEVELOP A LONG  
RANGE FINANCIAL  
PLAN



**FINANCIAL  
HEALTH AND  
SUSTAINABILITY**

**ASPIRATION:**

*"We develop, monitor, and  
continually revise a  
financial plan that  
addresses the immediate  
and long-term needs of the  
community."*



REVISE THE BUDGET  
PROCESS



ESTABLISH FINANCIAL  
POLICIES



ESTABLISH/IMPLEMENT A  
PROCESS FOR DEPARTMENTAL  
VISION/MISSION EXAMINATION  
TO INSURE ACHIEVEMENT OF  
ASPIRATIONS AND ASSESSES  
STAFFING, PERFORMANCE AND  
PRACTICES TO INSURE THEY ARE  
EFFICIENT AND EFFECTIVE



## EFFICIENT AND EFFECTIVE GOVERNMENT

### **ASPIRATION:**

*"We foster a Town work  
culture and performance  
that insures we are  
efficient and effective  
with a Council and staff  
that is motivated,  
innovative, and results-  
driven."*

DEVELOP/IMPLEMENT A  
PROCESS FOR COUNCIL TO  
EVALUATE ITSELF.



DEVELOP/IMPLEMENT AN  
EFFECTIVE PROCESS BY  
WHICH COUNCIL  
EVALUATES TOWN  
MANAGER AND TOWN  
ATTORNEY



EVALUATE CURRENT  
PERFORMANCE SYSTEM  
AND EXPLORE SUCCESSFUL  
REWARD SYSTEMS THAT  
RECOGNIZES EMPLOYEE  
INNOVATION AND  
IMPROVEMENT



INITIATE POLICY/PROGRAM  
TO ENHANCE STAFF  
INVOLVEMENT WITH  
PROFESSIONAL PEER GROUPS  
TO EDUCATE, DISCOVER BEST  
PRACTICES AND ENHANCE  
INNOVATION.







DEVELOP/IMPLEMENT A  
STRATEGY TO  
MARKET/PROMOTE  
ALTAVISTA AND WHAT IT  
DOES WELL



## COMMUNITY DEVELOPMENT

### **ASPIRATION:**

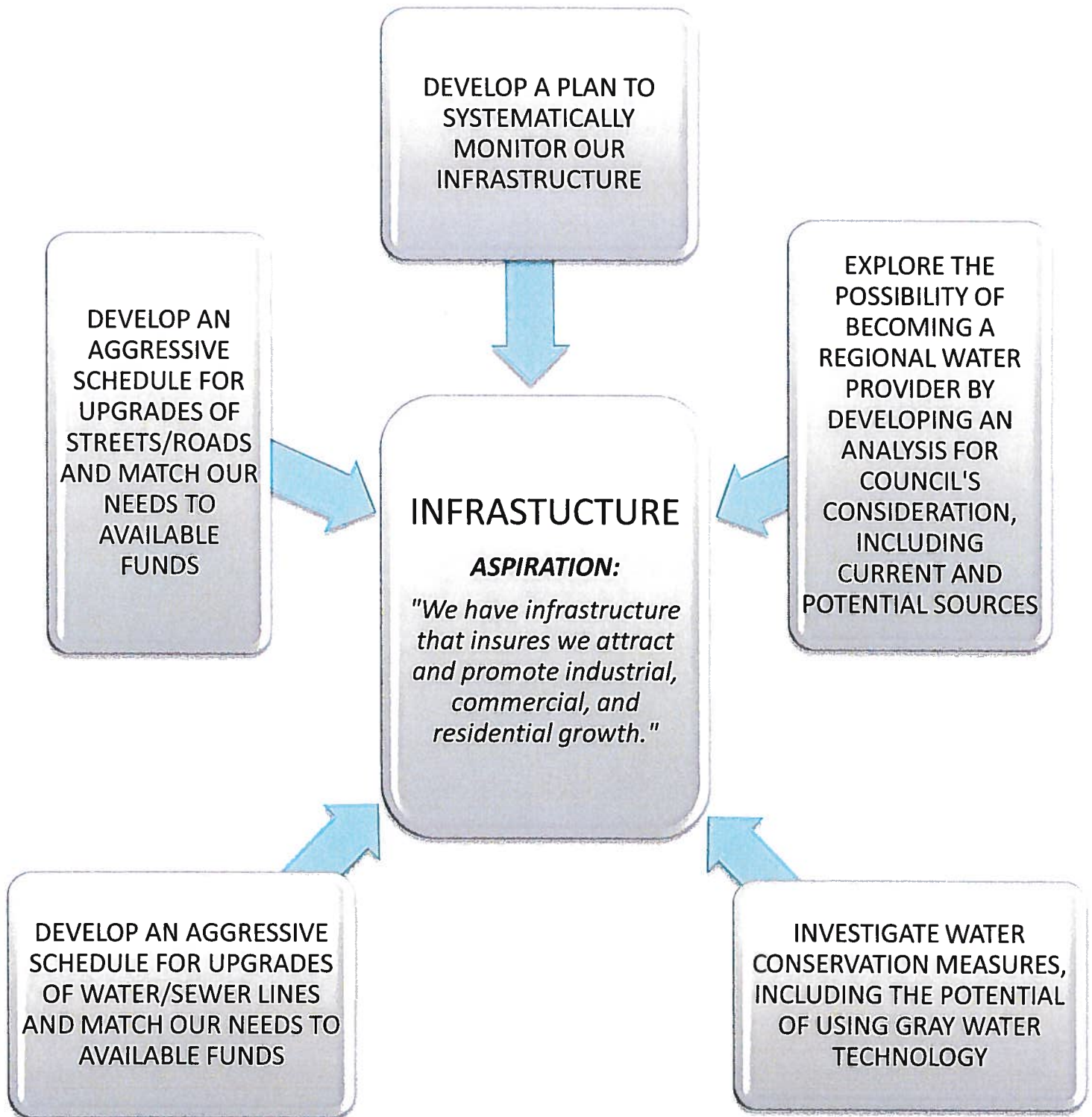
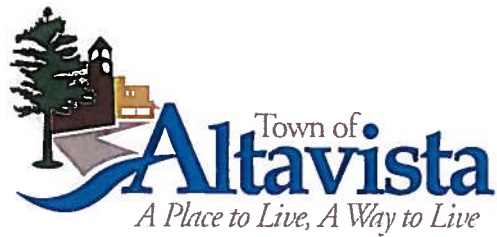
"We have community  
development that insures  
we have a high quality of  
life for all of our citizens,  
present and future."

IDENTIFY COMMUNITIES  
SIMILAR TO OURS AND  
REVIEW THEIR BEST  
PRACTICES IN  
COMMUNITY  
DEVELOPMENT  
(i.e. Housing and Blight  
Control)



EXPLORE AND ENHANCE  
GREATER OPPORTUNITIES  
FOR SENIOR  
HOUSING/ASSISTED LIVING;  
CONSIDER ARMORY'S  
POTENTIAL







DEVELOP A PLAN FOR  
MAINTAINING OUR PARKS  
TO INSURE THAT THEY  
CONTINUE TO SERVE THE  
COMMUNITY'S NEEDS

INVESTIGATE NEW  
OPPORTUNITIES THAT  
WOULD ENHANCE  
CITIZEN INTERACTION

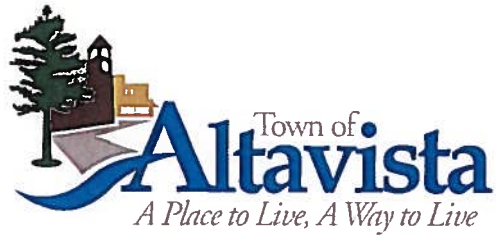
## AMENITIES

### **ASPIRATION:**

*"We have amenities that  
provide an exceptional  
array of opportunities for  
recreation and education,  
as well as enriching  
cultural diversity."*

CONTINUE DEVELOPMENT/  
CONSTRUCTION OF PARK SYSTEM,  
INCLUDING INVESTIGATION OF  
ALTERNATIVES WITH CAMPBELL  
COUNTY FOR ENGLISH PARK  
DEVELOPMENT

REVIEW THE TRANSPORTATION  
NEEDS OF RESIDENTS AND SEE IF  
THERE IS A MORE VIABLE WAY  
OF MEETING THOSE NEEDS.  
(i.e. Investigating alternative  
means of providing  
transportation or changing the  
way the current system works.)



## COUNCIL RELATIONS

### **ASPIRATION:**

*"We have good productive Council relations that insure we make the best decisions for the citizens of Altavista and we respect and support the majority's decisions."*





## ALTAVISTA STRATEGIC WORK PLAN

### ACTION PLANS FOR RECOMMENDED GOALS

Addresses specific steps that will be taken to address the Goals; Note: Timetables may vary.

#### ECONOMIC DEVELOPMENT

**ASPIRATION:** We have economic development that creates an environment that attracts and fosters enterprise so that we have a robust, vital community.

**Goal 1:** Hire a full time Economic Development Director and establish an office

Rationale: Increase opportunity for expansion of existing and location of new industry/business.

Champion: Town Manager

Supporting Staff: AEDA

<u>Key Tasks and Activities</u>	<u>Target Dates</u>
1. Vote to hire an Economic Development Director and approve budget for the position	12-3-11
2. Advertise to recruit for director	
3. Select applicants for interview and hire most qualified	Mar. 2012
4. Review on an annual basis the economic development goals/objectives and work plan with EDA and Town Council	Oct. 2012 (annually)

**Goal 2:** Review and possibly revise economic development incentives to consider the benefits and return on investment brought to the Town

Rationale: Incentives are a competitive tool in bringing industries into the Town.

Champion: Economic Development Director

Supporting Staff: Campbell County  
AEDA

<u>Key Tasks and Activities</u>	<u>Target Dates</u>
1. Review current ED incentives and assess whether they are competitive	Jan. 2013
2. Analyze the incentive package development method, taking into account revenue and return on investment	Mar. 2013
3. Work cooperatively with Campbell County with identifying, recruiting, and assisting new or existing industries and the development of incentive programs	June 2013
4. Propose any changes to AEDA for their review and recommendation to Town Council	August 2013

**Goal 3:** Explore an incubator program for new business

Rationale: An incubator will provide an environment for entrepreneurs.

Champion: Economic Development Director

Supporting Staff: AEDA

<u>Key Tasks and Activities</u>	<u>Target Dates</u>
1. Research other communities that have a successful incubator program	Jan. 2013
2. Submit a draft report to the EDA for its consideration	April 2013
3. Present to Town Council for its consideration	June 2013
4. Allocate funds to support program	On-going

**Goal 4:** Analyze and evaluate the factors that contribute to economic success in the Town of Altavista periodically and report to Town Council

Rationale: Evaluating these factors will ensure that we are attending to Town issues and providing the best opportunity for economic development success.

Champion: Economic Development Director & Town Manager

Supporting Staff: Dept.Heads

<u>Key Tasks and Activities</u>	<u>Target Dates</u>
1. Create/implement a roundtable discussion with department heads in regard to factors that affect quality of life issues that may enhance economic development success	Sept.2012
2. Identify obstacles/barriers that impede the efforts to recruit and/or expand industries	Nov. 2012
3. Create an action plan to address and remove the obstacles/barriers	Jan. 2013
4. Seek funding from Council to implement the action plan	March 2013
5. Implement the action plan	July 2013

## FINANCIAL HEALTH AND SUSTAINABILITY

**ASPIRATION:** We develop, monitor, and continually revise a financial plan that addresses the immediate and long-term needs of the community.

**Goal 1:** Develop and implement an on-going long-range financial plan

Rationale: Having a long range financial plan provides a framework to Town Council to ensure the Town remains financially strong given the uncertain national economic climate.

Champion: Finance Director      Supporting Staff: Town Manager & Asst. Town Manager

<u>Key Tasks and Activities</u>	<u>Target Dates</u>
1. Hold a Council work session to review the financial plan	Jan. 2013
2. Present plan to Finance Committee to review and develop a recommendation to present to full Council. (Davenport present)	Jan. 2013
3. Adopt financial plan	Jan. 2013
4. Implement financial plan using the following direction: Analyze debt service; constantly monitor utilization of funds, investments, and liabilities; enhance our capacity to analyze the Town's investment strategy and to consider investment options; and stop subsidizing the enterprise fund and make it pay.	Annually during budget process

**Goal 2:** Establish financial policies

Rationale: Having reserve, debt, and investment policies ensures the future security of Town funds and maximizes implementation of the goals set forth by Town Council.

Champion: Finance Director      Supporting Staff: Town Manager & Asst. Town Manager

<u>Key Tasks and Activities</u>	<u>Target Dates</u>
1. Implement policies adopted Tuesday, December 13, 2011	Dec. 2011

**Goal 3:** Revise the budget process

Rationale: Town Council has expressed a desire to be more involved in setting the direction of the budget process.

Champion: Finance Director

Supporting Staff: Town Manager & Asst. Town Manager

<u>Key Tasks and Activities</u>	<u>Target Dates</u>
1. Explore multiple budget processes to determine what can be used to meet departments' needs and to reflect efforts to provide services via the most efficient and effective means	Sept. 2012
2. Identify goals and objectives for the budget through an annual budget input/work session with Town Council and interested citizens.	Oct. 2012
3. Provide Council with a year-to-date analysis of expenditures and revenues and seek input regarding Council's additions/deletions of projects and initiatives	Oct. 2012
4. Develop a draft budget based on # 2 and #3 above and submit to Council for review	Feb. 2013 (Annually)
5. Present final draft for consideration, for public hearing, and adoption by Town Council	June 2013 (Annually)
6. Evaluate and repeat on annual basis	Annually



## EFFICIENT AND EFFECTIVE GOVERNMENT

**ASPIRATION:** We foster a Town work culture and performance that insures we are efficient and effective with a Council and staff that are motivated, innovative and results driven.

**Goal 1:** Evaluate the current performance management system and explore a successful reward system that recognizes employees for innovation and improvement

Rationale: The current system is outdated and does not provide employees with incentive to perform in an exemplary manner. The current system, as it is, promotes mediocrity.

Champion: Finance Director

Supporting Staff: Town Manager, Asst. Town Manager  
Human Resources

<u>Key Tasks and Activities</u>	<u>Target Dates</u>
1. Evaluate current system (i.e. Identify strengths and weaknesses)	Nov. 2012
2. Explore alternative pay systems	Dec. 2012
3. Present finding and alternatives to Finance Committee	Feb. 2013
4. Present proposals to Council for approval	April 2013
5. Budget for the new system and implement	July 2013

**Goal 2:** Establish and implement a process by which each department examines its vision/mission to insure it achieves our aspirations and assesses its staffing, performance and practices to insure that they are effective and efficient.

Rationale: We want to ensure that each Department's vision and mission is aligned with the Council's vision and mission and ensure that each Department's utilization of resources is appropriate.

Champion: Assistant Town Manager

Supporting Staff: Department Heads

<u>Key Tasks and Activities</u>	<u>Target Dates</u>
1. Establish process for each department to create a work plan to justify that resources that are being utilized in the most effective and efficient manner	Oct. 2012
2. Review purpose of each department and current job descriptions	Nov. 2012
3. Create a measurable goal system to ensure that each department's resource utilization is efficient and effective	Jan. 2013

4. Establish benchmarks to create a baseline for each department	March 2013
5. Present to Finance Committee and then to Town Council for approval and implementation	June 2013

**Goal 3:** Initiate policy/program to enhance staff involvement with professional peer groups to educate, discover best practices, and enhance innovation

Rationale: To ensure that the Town has a well educated/informed staff

Champion: Town Manager                      Supporting Staff: Asst. Town Manager & Dept. Heads

<u>Key Tasks and Activities</u>	<u>Target Dates</u>
1. Select involved staff to visit like towns/organizations that may enhance our effectiveness	Oct. 2012
2. Select best practices for Council approval/implementation	Jan. 2013

**Goal 4:** Develop and implement a process by which Council evaluates itself

Rationale: To ensure that Council has an opportunity to discuss their issues on an annual basis.

Champion: Town Manger                      Supporting Staff: Assistant Town Manager

<u>Key Tasks and Activities</u>	<u>Target Dates</u>
1. Explore existing processes for Council evaluations.	Nov. 2012
2. Evaluate the processes and submit alternatives to Council.	Feb. 2013
3. Adopt and implement process.	April 2013

**Goal 5:** Develop and implement an effective process by which the Council evaluates the Town Manager and Town Attorney that aligns its aspirations and priorities with measures

Rationale: To ensure that Council's goals and objectives are being effectively communicated to staff and that processes are in order to implement them.

Champion: Town Manager

Supporting Staff: Town Attorney

<u>Key Tasks and Activities</u>	<u>Target Dates</u>
1. Explore existing processes for Town Manager and Town Attorney evaluations.	Nov. 2012
2. Evaluate the processes and submit alternatives to Council.	Feb. 2013
3. Adopt and implement process.	April 2013

## COMMUNITY DEVELOPMENT

**ASPIRATION:** We have community development that insures we have a high quality of life for all our citizens, present and future.

**Goal 1:** Identify communities that are similar to ours and identify best practices in community development useful to Altavista, especially for housing and blight control

Rationale: Considering like communities that have best practices in place is a valuable resource as Altavista develops its own set of practices for housing and blight control. Having a vibrant community, without the existence of blight, increases property values, attracts people/businesses looking to relocate to our community, and reduces the perception and incidences of crime.

Champion: Asst. Town Manager Supporting Staff: Police Department, Campbell County Inspections

<u>Key Tasks and Activities</u>	<u>Target Dates</u>
1. Research like communities to determine if they have best practices to decrease blight. Develop list of communities for further investigation.	July 2013
2. Initiate conversation and/or on-site visits at like communities to identify and gather a list of best practices that would be used by staff in accomplishing this goal	Oct. 2013
3. Compile a list of best practices and bring recommendations to Town Council for it consideration, recognizing that this may require the adoption of a new ordinance or policy	Jan. 2014
4. Draft new ordinance/policy at Council's pleasure and implement process for adoption	Mar. 2014
5. Utilize the Property Maintenance Committee and staff to carry out the ordinance and policies of Council	July 2014

**Goal 2:** Develop and implement a strategy to market/promote Altavista and what it does well (i.e. specific marketing such as high quality of life for relatively low cost.)

Rationale: Promoting Altavista's excellent services leads to community growth (citizens and businesses.) If we do not promote these services, no one else will.

Champion: Economic Development Director Supporting Staff: AOT, Altavista Chamber of Commerce & AEDA

<u>Key Tasks and Activities</u>	<u>Target Dates</u>
1. Brainstorm and develop a list of services, amenities, and assets that we want to market	Sept. 2012
2. Identify the targeted persons/businesses we want to market and attract to our community	Sept. 2012
3. Identify the most effective and efficient means by which to market and promote our community. Calculate the cost associated with each of the marketing strategies	Dec. 2012
4. Present recommendation to Council for approval to fund and implement the strategies to market/promote Altavista	Feb. 2013

**Goal 3:** Explore and enhance greater opportunities for senior housing/assisted living; consider whether the Armory would be a suitable location

Rationale: Seniors are relocating to other communities due to the lack of senior housing/assisted living in Altavista. These citizens have invested their lives in this community and we would like to provide the opportunity for them to remain here. Staff recognizes this as an important goal; however, it is market driven and requires private sector investment.

Champion: Economic Development Director    Supporting Staff: Town Manager & Asst. Town Manager

<u>Key Tasks and Activities</u>	<u>Target Dates</u>
1. Ensure Economic Development Director includes this on his or her work plan. (In the interim, Dan Witt will be charged with this task.)	Sept. 2012
2. Recommend that the Economic Development Director report to Council on his or her progress on a quarterly basis	On-going
3. Instruct AEDA to report back to Council the results from the RFI to include a recommendation for use of the Armory	April 2012

## INFRASTRUCTURE

**ASPIRATION:** We have infrastructure that insures we attract and promote industrial, commercial, and residential growth.

**Goal 1:** Develop a responsible schedule for upgrades of our wastewater collection system (WWCS) and match our needs with available funds.

**Rationale:** Upgrades are necessary to provide for public health and safety and to prevent costly repairs and down time.

**Champion:** Public Works Director      **Supporting Staff:** Town Manager

<u>Key Tasks and Activities</u>	<u>Target Dates</u>
1. Evaluate WWCS w/cctv system on a 5-year cycle system wide	Ongoing
2. Identify and prioritize problem areas	September (Annually)
3. Prepare a draft report with cost estimates to the Utilities Committee	October (Annually)
4. Present Utility Committee recommendation to Council for budget consideration and inclusion into the Capital Improvements Plan	October (Annually)
5. Allocate funds for next budget year	July
6. Create a design (external services) and bid/award project	January
7. Begin project	March

**Goal 2:** Develop a responsible schedule for upgrades of our water distribution system (WDS) and match our needs with available funds.

**Rationale:** Upgrades are necessary to provide for public health and safety and to prevent costly repairs and down time.

**Champion:** Public Works Director      **Supporting Staff:** Town Manager

<u>Key Tasks and Activities</u>	<u>Target Dates</u>
1. Evaluate W/W water asset plan and prioritize projects	Sept. 2012
2. Prepare draft report and preliminary costs to present to Utilities Committee	Oct. 2012
3. Present Utilities Committee recommendations to Council for budget approval and inclusion in the Capital Improvements Plan	Dec. 2012

4. Allocate funds for next budget year	July (Annually)
5. Create a design (external services) and bid/award project	January (Annually)
6. Begin project	March (Annually)

**Goal 3:** Develop a responsible schedule for upgrades of our streets and roads and match our needs with available funds

Rationale: Well maintained streets and roads ensure public safety.

Champion: Public Works Director

Supporting Staff: Town Manager

<u>Key Tasks and Activities</u>	<u>Target Dates</u>
1. Identify a system to evaluate roads	Oct. 2012
2. Implement system and perform evaluation	Nov. 2012
3. Analyze and prioritize results	Jan. 2013
4. Prepare a draft report w/cost estimates to Public Works Committee	Feb. 2013
5. Present Public Works Committee with recommendation to Council for budget consideration and inclusion into the Capital Improvements Plan	March 2013
6. Allocate funds for next budget year	July (Annually)
7. Create a design (external services) and bid/award project	January (Annually)
8. Begin project	March (Annually)

**Goal 4:** Develop a plan to systematically monitor our infrastructure (Treatment/Plants)

Rationale: We must ensure the capabilities to deliver the necessary services to existing and future customers.

Champion: Water Plant Manager/WWTP Manager

Supporting Staff: Public Works

<u>Key Tasks and Activities</u>	<u>Target Dates</u>
1. Develop baseline of current capabilities and capacities	Nov. 2012
2. Coordinate with Economic Developer to project annual future needs	Jan. 2013
3. Develop plan of action and present to Utilities Committee	March 2013

4. Present Utilities Committee recommendations to Council	May 2013
5. Proceed as recommended	Annually

**Goal 5:** Explore the possibility of becoming a regional water provider by developing an analysis that the Council can consider, including current and potential sources

Rationale: The Council desires to identify possible additional revenue sources through the utilization of our existing water system.

Champion: Town Manager

Supporting Staff: Department Heads

<u>Key Tasks and Activities</u>	<u>Target Dates</u>
1. Form a study group including the Town Manager and the directors for the Water Plant, Public Works, and Economic Development to identify the size/scope of the regional area to be reviewed and the potential customers and to determine feasibility of this service	Feb. 2013
2. Prepare a report showing the feasibility results	May 2013
3. Present results to the Utilities Committee	July 2013
4. Present feasibility study recommendation from the Utilities Committee to the Town Council for review, consideration, and direction	Sept. 2013

**Goal 6:** Explore the feasibility of implementing water conservation measures, including the potential of using gray water technology

Rationale: There is a desire to promote environmental stewardship.

Champion: Assistant Town Manager

Supporting Staff: WWTP Manager

<u>Key Tasks and Activities</u>	<u>Target Dates</u>
1. Work with the Utilities Committee to determine the desired area of study/concern and the viability of the goal	July 2013
2. Research how other localities have studied and/or implemented water conservation measures	Oct. 2013
3. Report findings to the Utilities Committee and determine next steps, if applicable	Dec. 2013
4. Develop a water conservation plan for Council's consideration	Feb. 2014



## AMENITIES

**ASPIRATION:** We have amenities that provide an exceptional array of opportunities for recreation and education, as well as enriching cultural diversity.

**Goal 1:** Continue the development/construction of our park system, including the investigation of alternatives with Campbell County for English Park development for the Council's consideration.

**Rationale:** It is important to enhance quality of life for our residents.

**Champion:** Town Manager      **Supporting Staff:** Public Works Director & Rec. Committee

<u>Key Tasks and Activities</u>	<u>Target Dates</u>
1. Analyze the need for development/construction of parks in our community	Nov. 2012
2. Prioritize the needs for the parks, develop preliminary costs, and submit to the Town's Recreation Committee for consideration	Feb. 2013
3. Staff members meet with the Recreation Committee to review the needs and possible funding	April 2013
4. Discuss future development schedule of the County's English Park with the County and explore Town funding assistance and future maintenance agreements	April 2013
5. Make recommendations to Town Council regarding the needs and cost of parks and maintenance agreement (Campbell County English Park)	July 2013
6. Seek annual appropriation for development of park	Jan. 2014
7. Develop an annual program for implementation of the Campbell County English Park Master Plan	Sept. 2013
8. Complete Master Plan	On-going

**Goal 2:** Develop a plan for maintaining our parks to insure that they continue to serve the community's needs

**Rationale:** We must protect our investment in the park system and maintain the quality and usability of our parks.

**Champion:** Town Manager      **Supporting Staff:** Public Works Director & Rec. Committee

<u>Key Tasks and Activities</u>	<u>Target Dates</u>
1. Create standards for park facilities	Jan. 2013

2. Develop a mechanism to evaluate the parks against the standards and to address any deficiencies. Include the estimated cost of the program	April 2013
3. Seek adoption of the standards and mechanism by the Recreation Committee and submit the recommendation to Town Council	June 2013
4. Assess the need for additional staff members for implementation of the standards and the mechanism	Sept. 2013
5. Hire required staff and implement the park standards and mechanism	On-going

**Goal 3:** Investigate new opportunities that would enhance citizen interaction

Rationale: Council would like to enhance the quality of life for our citizens.

Champion: Assistant Town Manger

Supporting Staff: Dept. Heads & Town Manager

<u>Key Tasks and Activities</u>	<u>Target Dates</u>
1. Develop survey to gauge citizen's desire	April 2013
2. Conduct survey	August 2013
3. Establish a Citizen Interaction Committee to solicit and evaluate citizen/public input and make recommendations to Town Council	Sept. 2013
4. The CIC would explore partnerships with other groups/agencies (i.e. Campbell County, Altavista Area YMCA, AOT, Chamber, etc.) to enhance citizen opportunities	Oct. 2013
5. CIC would present recommendations to Council for approval and provisions for resources for implementation	Jan. 2014

**Goal 4:** Review the transportation needs of our residents and determine if there are any additional viable ways of meeting them, including investigating alternative methods for providing transportation or changing the way the current system works

Rationale: Council wishes to determine the most cost effective means of providing public transportation to Altavista citizens and visitors.

Champion: Assistant Town Manager

Supporting Staff: ACTS Advisory Board & Town Manager

<u>Key Tasks and Activities</u>	<u>Target Dates</u>
1. Use the ACTS Advisory Board to conduct a study to determine if our current transportation system is efficient and most cost effective	Oct. 2012

2. Review alternatives of other public transportation	Nov. 2012
3. Present Advisory Board recommendation to Council for approval for continued funding	Dec. 2012

## COUNCIL RELATIONS

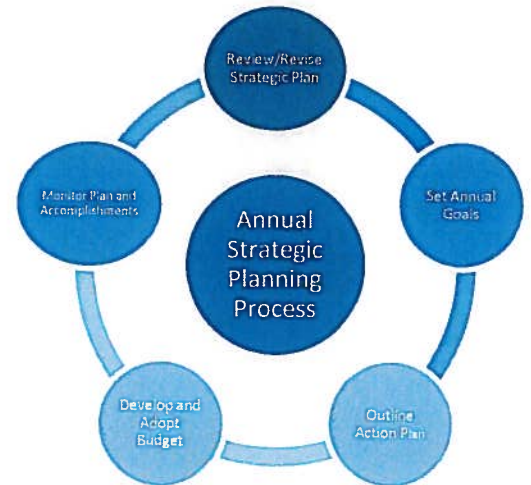
**ASPIRATION:** We have good productive Council relations that insure we make the best decisions for the citizens of Altavista and we respect and support the majority's decision.

## Quick Guide to Strategic Work Plan 2012

### What is a Strategic Work Plan?

A successful strategic work plan is one that is integrated into the daily operations of an organization. In a municipal setting, staff and partner organizations use the strategic work plan to develop proposals and initiatives that implement elements of the strategic work plan; Council uses the strategic work plan to evaluate all proposals.

While a full update of a Strategic Plan is recommended periodically (every two years), the Strategic Plan should be reviewed annually and adjustments made as necessary. The cycle (right) outlines the annual use of the Strategic Work Plan.



### The Town of Altavista's Strategic Work Plan includes seven Topics, each with an Aspiration and corresponding Goals.

#### Community Development

**Aspiration:** We have community development that insures we have a high quality of life for all of our citizens, present and future.

##### GOALS

- Develop/Implement a strategy to market/promote Altavista and what it does well.
- Identify communities similar to ours and review their best practices in community development.
- Explore and enhance greater opportunities for senior housing/assisted living.

#### Financial Health and Sustainability

**Aspiration:** We develop, monitor, and continually revise a financial plan that addresses the immediate and long-term needs of the community.

##### GOALS

- Develop a long range financial plan.
- Revise the budget process.
- Establish financial policies

#### Economic Development

**Aspiration:** We have economic development that creates an environment that attracts and fosters enterprise so that we have a robust, vital community.

##### GOALS

- Hire full time economic development director.
- Review and possibly revise economic development incentives.
- Analyze/Evaluate factors that contribute to economic success periodically and report to Council.
- Explore an incubator program for new business

#### Amenities

**Aspiration:** We have amenities that provide an exceptional array of opportunities for recreation and education, as well as enriching cultural diversity.

##### GOALS

- Develop a plan for maintaining our parks to insure that they continue to serve the community's needs.
- Continue development/construction of park system, including investigation of alternatives with Campbell County for English Park development.
- Investigate new opportunities that would enhance citizen interaction.
- Review the transportation needs of residents and see if there is a more viable way of meeting those needs.

### **Infrastructure**

**Aspiration:** We have infrastructure that insures we attract and promote industrial, commercial, and residential growth.”

#### **GOALS**

- Develop a plan to systematically monitor our infrastructure.
- Develop an aggressive schedule for upgrades of water/sewer lines and match our needs to available funds.
- Develop an aggressive schedule for upgrades of streets/roads and match our needs to available funds.
- Explore possibility of becoming a regional water provider by developing an analysis for Council’s consideration, including current and potential sources.
- Investigate water conservation measures, including the potential of using gray water technology.

### **Council Relations**

**Aspiration:** We have good productive Council relations that insure we make the best decisions for the citizens of Altavista and we respect and support the majority’s decisions.

### **Efficient and Effective Government**

**Aspiration:** We foster a Town work culture and performance that insures we are efficient and effective with a Council and staff that is motivated, innovative, and results-driven.

#### **GOALS**

- Establish/Implement a process for departmental Vision/Mission examination to insure achievement of Aspirations and assess staffing, performance and practices to insure they are efficient and effective.
- Evaluate current performance system and explore successful reward systems that recognizes employee innovation and improvement.
- Initiate policy/program to enhance staff involvement with professional peer groups to educate, discover best practices and enhance innovation.
- Develop/Implement an effective process by which council evaluates town manager and town attorney.
- Develop/Implement a process for Council to evaluate itself.

Each of the Goals, stated above, have Key Tasks and Activities associated with them, as well as Target Dates and Responsible Staff Members (Champion and Supporting) to assist in implementation and accountability. The entire Strategic Work Plan document can be viewed on the Town’s web site at : [www.altavista.gov/](http://www.altavista.gov/)

## **Town of Altavista Mayor, Council and Manger**

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J.R. “Rudy Burgess, Mayor  
Ronald Coleman, Vice Mayor  
James Higginbotham, Council Member  
Michael Mattox, Council Member  
Beverley Dalton, Council Member  
Bill Ferguson, Council Member  
Charles Edwards, Council Member

Waverly Coggsdale, Town Manager



# Town of Altavista Town Council Meeting Agenda Form

Meeting Date: August 14, 2012

Town Clerk's Office Use:

<b>Agenda Item #:</b>	<b>10c</b>
<b>Attachment #:</b>	<b>Tab 8</b>

**Agenda Placement: New Business**

(Special Recognition (awards, proclamation), Requests & Communications (reports, information presentations), Public Hearings, Unfinished Business, New Business, Closed Session)

**Subject Title: Virginia Department of Health (VDH) planning grants**

**Presenter(s): Town Manager**

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## SUBJECT HIGHLIGHTS

The Virginia Department of Health (VDH) is offering planning grants of up to \$50,000 for the design of water system projects. The attached correspondence from Mr. Herbert White, WW Associates, is seeking approval from the Town of apply for said grant on behalf of the Town of Altavista. WW Associates has been assisting the Town in regard to the on-going Water Asset Management Plan. WW Associates would apply for this grant at no cost to the Town. If the Town is awarded the grant, the necessary engineering work performed with the grant funds would be publically procured.

The project identified by WW Associates in the draft Water Asset Management Plan is identified as the Bedford Avenue/Downtown Water Systems Improvement Project, Phase I was designated for the planning grant funding. The two projects would include approximately 10,000 linear feet of 16" water line along Bedford Avenue and Main Street.

The attached "Grant Endorsement Resolution" would need to be adopted for endorsement of the application. Other attachments to Mr. White's letter include a Project Description (Exhibit A); Project Budget (Exhibit B); Project Schedule (Exhibit C); Preliminary Cost Estimate; Project #1 drawing; and Project #2 Drawing.

**Staff recommendation, if applicable:** If deemed feasible, adopt the necessary resolution to seek VDH planning grant funds.

**Action(s) requested or suggested motion(s):** *"I move that the submitted resolution endorsing application for funding by the Virginia Department of Health be adopted."*

## **Staff Review Record**

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Are there exhibits for this agenda item? **Yes**

List them in order they appear in the packet: **WW Associates letter with attachments**

Department head initials and comments, if applicable:

Town Manager initials and/or comments: *jwc*



August 7, 2012

Mr. J. Waverly Coggsdale, III  
Town Manager  
Town of Altavista  
510 Seventh Street  
Altavista, VA 24517

Re: Town of Altavista, Virginia  
Bedford Avenue / Downtown Water System Improvements Project, Phase I

Dear Mr. Coggsdale:

As you are aware, the Virginia Department of Health (VDH) is offering planning grants of up to \$50,000 for the design of water system projects. These grants are awarded through an application process that rates the need of the locality submitting it. The applications will then be ranked and the grants awarded.

An award to the Town of Altavista would provide a significant benefit to the community by providing capital that would have otherwise been a direct cost to the Town. This funding would purchase the design services for approximately 10,000 feet of new water main which would make the project "shovel ready." Having an approved set of plans enables the Town to be more flexible in responding to capital improvement project planning, especially in response to additional construction funding sources.

Using the Water Distribution System Asset Management Plan that we prepared for the Town, dated November 8, 2011, we created a phased approach to the Town's highest priority project. The phasing was determined in accordance with the Town's greatest needs and worked to maximize the amount of water main that could be designed using the VDH planning grant. The proposed Bedford Avenue / Downtown Water Systems Improvement Project, Phase I accomplishes this and is detailed in the enclosed project documentation. This documentation is a necessary component of the grant application.

If Town Council approves the enclosed resolution authorizing the grant submission, we will complete the grant application process for the Town at no cost. Thank you for allowing WW Associates to be of assistance in this matter, and we look forward to the opportunity to be of continued service to the Town.

Sincerely,

WW Associates, Inc.

Herbert F. White III, PE  
President

Enclosure

P.O. Box 4119 ■ Lynchburg, VA 24502  
Telephone (434) 316-6080 ■ Fax (434) 316-6081  
Lynchburg ■ Charlottesville



**Town Council Planning Grant Endorsement Resolution**

**A RESOLUTION ENDORSING APPLICATIONS FOR FUNDING BY THE VIRGINIA DEPARTMENT OF HEALTH - OFFICE OF DRINKING WATER.**

**WHEREAS**, the Town of Altavista intends to apply for funding for various drinking water projects; and

**WHEREAS**, the Virginia Department of Health-Office of Drinking Water is able to provide funds for the planning of drinking water projects; and

**WHEREAS**, the Town Council of the Town of Altavista has determined that this type of funding would be appropriate for the work that is being considered;

**THEREFORE, BE IT RESOLVED**, the Town Council of the Town of Altavista hereby authorizes the Town Manager to seek planning funds from Virginia Department of Health-Office of Drinking Water for:

**Bedford Avenue/Downtown Area Water System Improvements Project, Phase I**

**BE IT FURTHER RESOLVED** that the Town Manager is directed to pursue such funding and be authorized to sign any and all documents to accept such funding contingent upon review and concurrence by the Town Attorney.

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I certify that the above resolution was adopted by the Town Council of the Town of Altavista during its meeting on August 14, 2012.

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J. Waverly Coggsdale, III  
Clerk of Council

## EXHIBIT A

### PROJECT DESCRIPTION

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Grantee: Town of Altavista, Virginia

Grant #:

Below is a detailed project description.

Bedford Avenue/Downtown Area Water System Improvement Project, Phase I

The existing waterline along Bedford Avenue consists of 6-inch, 8-inch and 10-inch cast iron piping reportedly constructed prior to 1947. This piping has historically experienced a series of line breaks due to its age and physical condition. A new 16-inch water main will be provided from the Town's Water Treatment Plant (WTP), crossing the Staunton River beneath the existing bridge, and continuing along both Broad Street and Bedford Avenue to the existing Bedford Avenue Water Tank.

The existing waterlines serving Broad Street and Bedford Avenue will be abandoned in place, with the existing water services being reconnected to the new water main. The proposed 16-inch water main will simulate a transmission main without being a dedicated line allowing the WTP pumps to fill the Bedford Avenue Tank faster during peak demand periods. In addition, the main will provide better water distribution to both the Downtown area and Ross/Abbott Labs when the WTP is offline.

In addition, a new 16-inch water main will also be provided along Main Street from Pittsylvania Avenue to Wood Lane Road to improve water distribution to Ross/Abbott Labs and the eastern section of Town. The existing 8-inch cast iron water line along this section of Main Street will be abandoned in place.

The Town will engage an engineering firm to prepare the Preliminary Engineering Report (PER), Plans, and Specifications to address the upgrading, replacement, and realignment for this area. The PER, Plans, and Specifications will be submitted to the Office of Drinking Water's regional field office for review and approval.

EXHIBIT B

PROJECT BUDGET

Grantee: Town of Altavista, Virginia

Grant #:

The following budget should reflect all grant eligible costs associated with the project.

ACTIVITY	ESTIMATED COST
Prepare and submit a PER to the VDH ODW field office for review and approval	\$7,500
Prepare and submit Plans and Specifications to the VDH ODW field office for review and approval	\$42,500
TOTAL =	\$50,000

## EXHIBIT C

## PROJECT SCHEDULE

Grantee: Town of Altavista

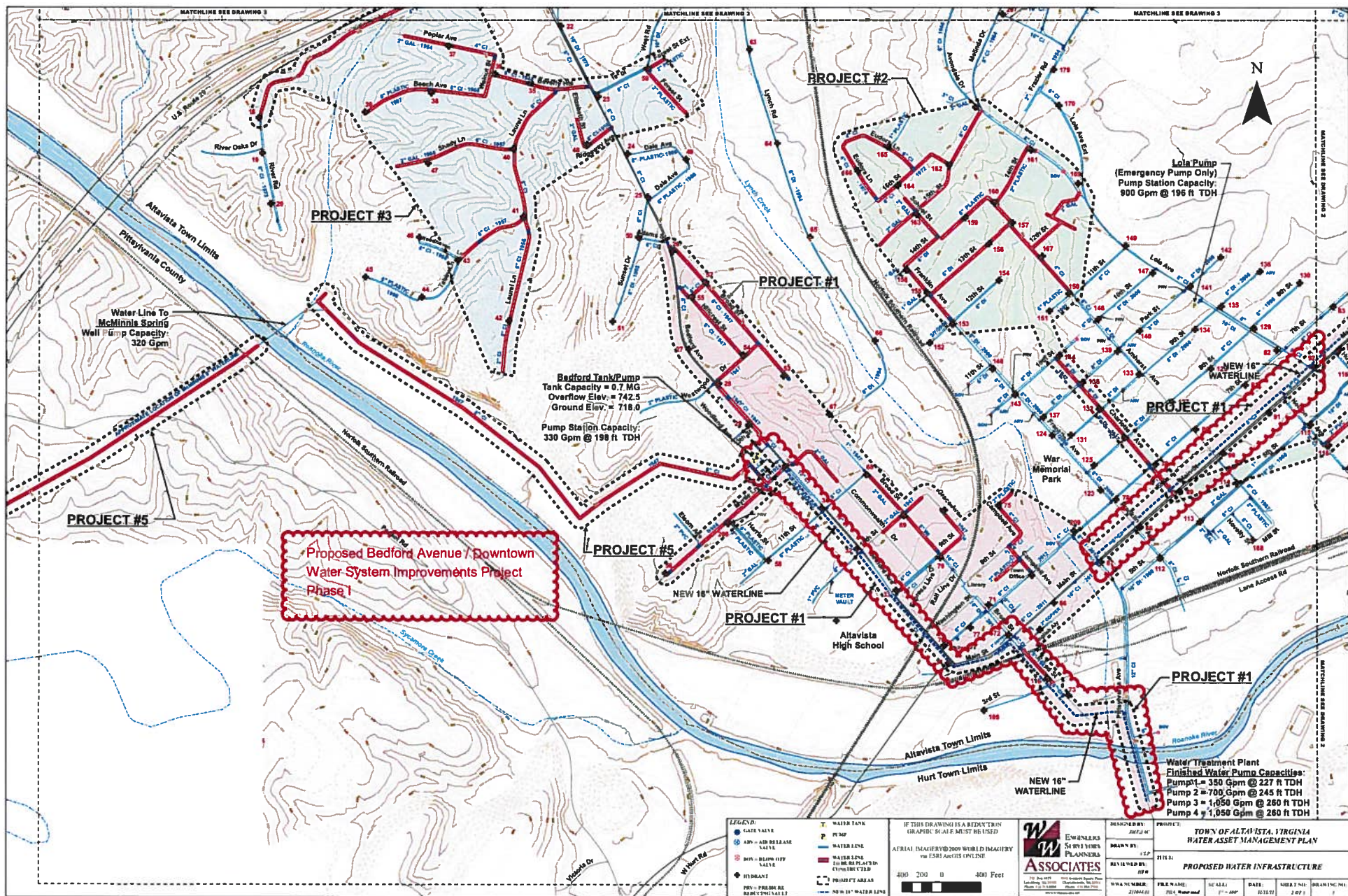
Grant #:

The Schedule should reflect all grant eligible activities related to the project.

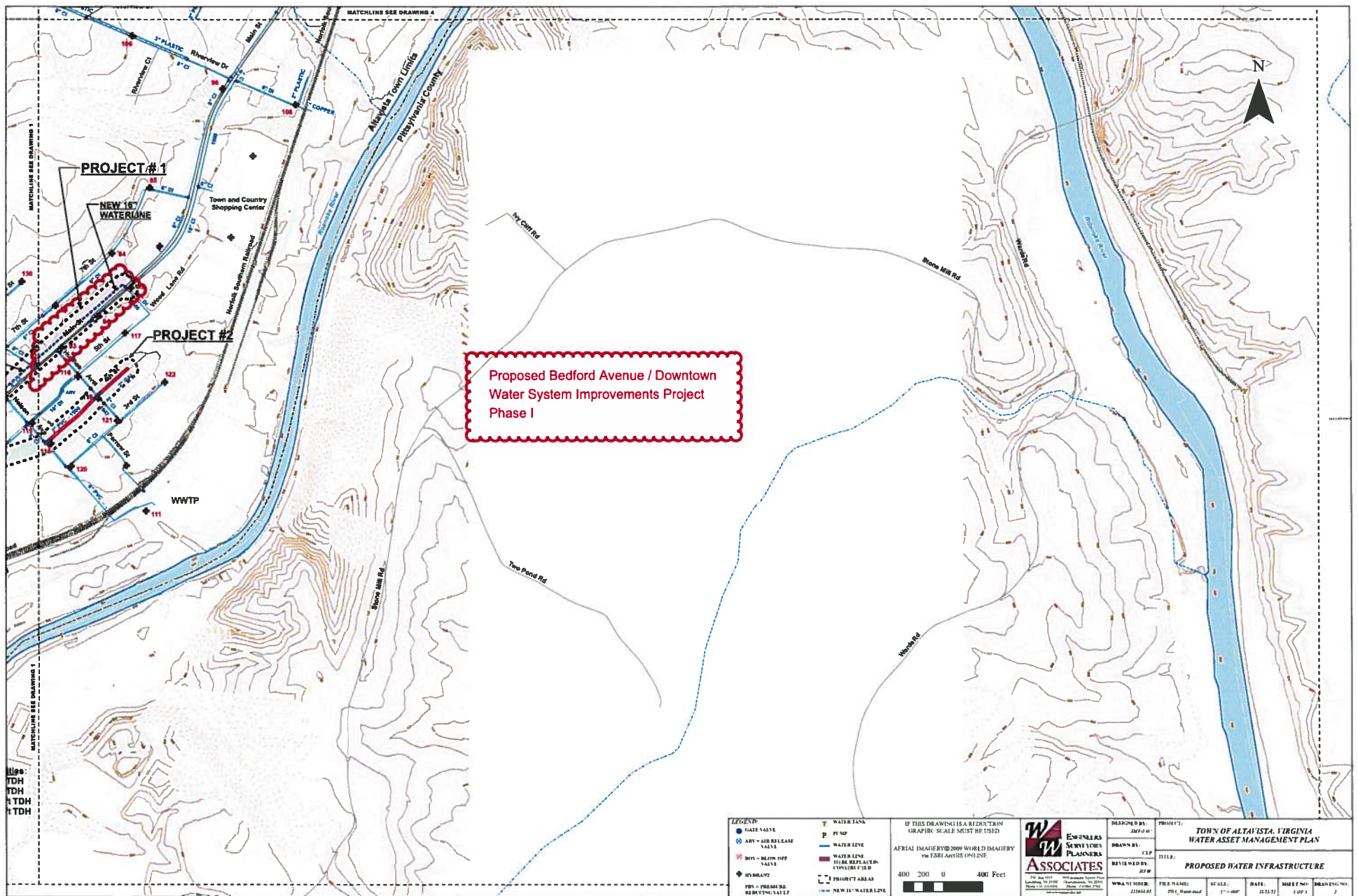
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<b>LEGEND</b> ● GATE VALVE ○ AIR - AIR RELEASE VALVE * BVS - BVS 1000 VALVE ◆ HYDRANT PPS - PRESSURE REDUCING VALVE		<b>SYMBOLS</b> T WATER TANK P PI MAP — WATER LINE — WATER LINE TO BE REPLACED / EXISTING C/S — PRIORITY AREA — NEW 16" WATER LINE		IF THIS DRAWING IS A REDUCTION, GRAPHIC SCALE MUST BE USED AFRAL IMAGERY/2000 WORLD IMAGERY via ESRI AUSTIN ONLINE 400 200 0 400 Feet		<b>W W ASSOCIATES</b> ENGINEERS SURVEYORS PLANNERS 1700 N. 11th St., Suite 100 Charlottesville, VA 22902 Phone: (434) 525-1100 Fax: (434) 525-1101 www.wassociates.com		DRAWN BY: JMD/JMD CHECKED BY: JMD DESIGNED BY: JMD DATE: 11/11/11		PROJECT: TOWN OF ALTAVISTA, VIRGINIA WATER ASSET MANAGEMENT PLAN TITLE: PROPOSED WATER INFRASTRUCTURE		FILE NAME: P01_11000.dwg SCALE: 1" = 400' DATE: 11/11/11 SHEET NO: 1 OF 1 DRAWING NO: 2	
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# Town of Altavista

## Town Council Meeting Agenda Form

Meeting Date: August 14, 2012

Town Clerk's Office Use:

**Agenda Item #:** 10d  
**Attachment #:** Tab 8

**Agenda Placement: New Business**

(Special Recognition (awards, proclamation), Requests & Communications (reports, information presentations), Public Hearings, Unfinished Business, New Business, Closed Session)

**Subject Title: Uncle Billy's Day expense report (Town)**

**Presenter(s): Town Manager**

### SUBJECT HIGHLIGHTS

Each year staff reports to Council, the Town's in-kind and expenses related to the annual Uncle Billy's Day event. The total cost to the Town was \$6,899.59.

**Departmental Breakdown:**

Police Department:	\$1,467.57	(Overtime)
Public Works:	\$3,387.72	(Overtime)
Administration:	\$2,044.30	(UBD Liability Insurance and Portable Toilets)

(Note: Town splits these costs with the Chamber.)

**Comparison to past five years:**

<b>2012</b>	<b>\$ 6,899.59</b>
2011	\$ 7,115.94
2010	\$11,657.39
2009	\$ 8,199.00
2008	\$ 8,209.00
2007	\$ 8,236.00

Additionally the Town contributed \$20,000 to the Altavista Chamber of Commerce as approved by Council to sponsor the event.

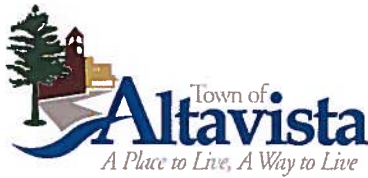
Are there exhibits for this agenda item? **No**

List them in order they appear in the packet:

Department head initials and comments, if applicable:

Town Manager initials and/or comments: *jwc*





# Town of Altavista Town Council Meeting Agenda Form

Town Clerk's Office Use:

**Agenda Item #:** 11a  
**Attachment #:** Tab 9

Meeting Date: August 14, 2012

## Agenda Placement: Unfinished Business

(Special Recognition (awards, proclamation), Requests & Communications (reports, information presentations), Public Hearings, Unfinished Business, New Business, Closed Session)

**Subject Title:** Consideration of a new ordinance regarding "Prohibition of Trucks on Certain Streets" – Lynch Mill Road (Section 74-310 & 311)

**Presenter(s):** Town Manager

### SUBJECT HIGHLIGHTS

For the past several months, Council has been considering a new ordinance that would "prohibit trucks on certain streets" in response to a concern about traffic on Lynch Mill Road. Last month, a scheduled public hearing was postponed due to concerns about the language of the proposed ordinance inadvertently having impact on local businesses. The Town Attorney drafted a new ordinance to address those concerns and it was forwarded to Council last month and it was decided to review the ordinance for a month.

The new proposed ordinance is attached. Staff is seeking Council's direction on this matter.

### Recommendations, if applicable:

**Staff recommendation, if applicable:** If appropriate, schedule a public hearing on the proposed ordinance amendment for Council's September meeting.

**Action(s) requested or suggested motion(s):** "I move the proposed ordinance (Section 74-310 & 311) be scheduled for public hearing at the September 11, 2012 Town Council meeting."

### Staff Review Record

Are there exhibits for this agenda item? Yes

List them in order they appear in the packet: Draft Ordinance (Section 74-310 & 311)

Department head initials and comments, if applicable:

Town Manager initials and/or comments: jwc

An Ordinance to add a new Article VIII, Sections 74-310 and 74-311 to Chapter 74 of the Code of the Town of Altavista, 1968, relating to regulation of trucks on certain streets in the Town.

Be it ordained by the Town Council of the Town of Altavista:

1. That a new Article VIII, Sections 74-310 and 74-311 be added to Chapter 74 of the Code of the Town of Altavista, 1968, as follows:

**Sec. 74-310. Purpose.**

The object of this ordinance is to secure and promote the safety of persons using the streets of the Town by prohibiting truck traffic on certain Town streets pursuant to the powers granted to the Town under Section 46.2-1304 of the Code of Virginia.

**Sec. 74-311. Trucks Prohibited On Certain Streets In The Town.**

A. Definitions.

*"Semitrailer"* means every vehicle of the trailer type so designed and used in conjunction with a motor vehicle that some part of its own weight and that of its own load rests on or is carried by another vehicle.

*"Tractor truck"* means every motor vehicle designed and used primarily for drawing other vehicles and not so constructed as to carry a load other than a part of the load and weight of the vehicle attached thereto.

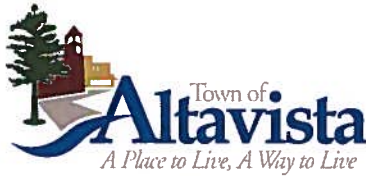
*"Truck"* means every motor vehicle designed to transport property on its own structure independent of any other vehicle and having a registered gross weight in excess of 7,500 pounds.

B. Trucks, tractor trucks and semitrailers shall not be used on the following streets in the Town:

1. That portion of Lynch Mill Road which lies to the east of the corporate limits of the Town and to the west of the intersection of Lynch Mill Road and Clarion Road.
2. Ogden Road from its intersection with Lynch Mill Road to its terminus.
3. Frazier Road from its intersection with Lynch Mill Road to its intersection with (Lola Avenue)(Avondale Drive).

The above prohibition shall not apply to any truck, tractor truck and semitrailer using any of the above-stated streets for the purpose of making pickups and deliveries on any of the said streets.

2. This Ordinance shall become effective immediately upon passage by the Town Council of the Town of Altavista.



# Town of Altavista Town Council Meeting Agenda Form

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Meeting Date: August 14, 2012

Town Clerk's Office Use:

**Agenda Item #:** 11b

**Attachment #:** Tab 9

**Agenda Placement: Unfinished Business**

(Special Recognition (awards, proclamation), Requests & Communications (reports, information presentations), Public Hearings, Unfinished Business, New Business, Closed Session)

**Subject Title:** Property Maintenance Update – 805 14<sup>th</sup> Street

**Presenter(s):** Assistant Town Manager

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**SUBJECT HIGHLIGHTS**

Dan Witt, Assistant to the Town Manager, will provide an update on the above referenced property.

**Recommendations, if applicable:**

**Staff recommendation, if applicable:** Per discussion

**Action(s) requested or suggested motion(s):** Per discussion

**Staff Review Record**

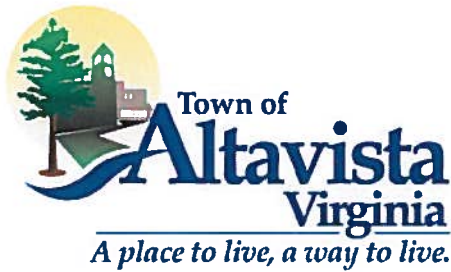
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Are there exhibits for this agenda item? No

List them in order they appear in the packet:

Department head initials and comments, if applicable:

Town Manager initials and/or comments: jwc



## **PROJECT UPDATE – For Month of July 2012**

### **VDOT Enhancement Project and Downtown Utility Replacement Project**

- Work Session with Council was held on Tuesday, June 12<sup>th</sup>.
- Staff continues to work with the engineers (Wiley Wilson) and VDOT to prepare for a September bid date.

### **Pittsylvania Avenue Intersection Improvements**

- Received agreement from VDOT making this a “locally administered project”
- Wiley Wilson has begun the coordination of the design with the Town’s Infrastructure and Streetscape Project design.
- Continuing to work with Wiley Wilson and VDOT in moving the project toward a bid date (estimated Fall 2012)
- Federal Authorization received. VDOT is working on the Right of Way Acquisition Phase.
- VDOT is negotiating with property owners for right of way.

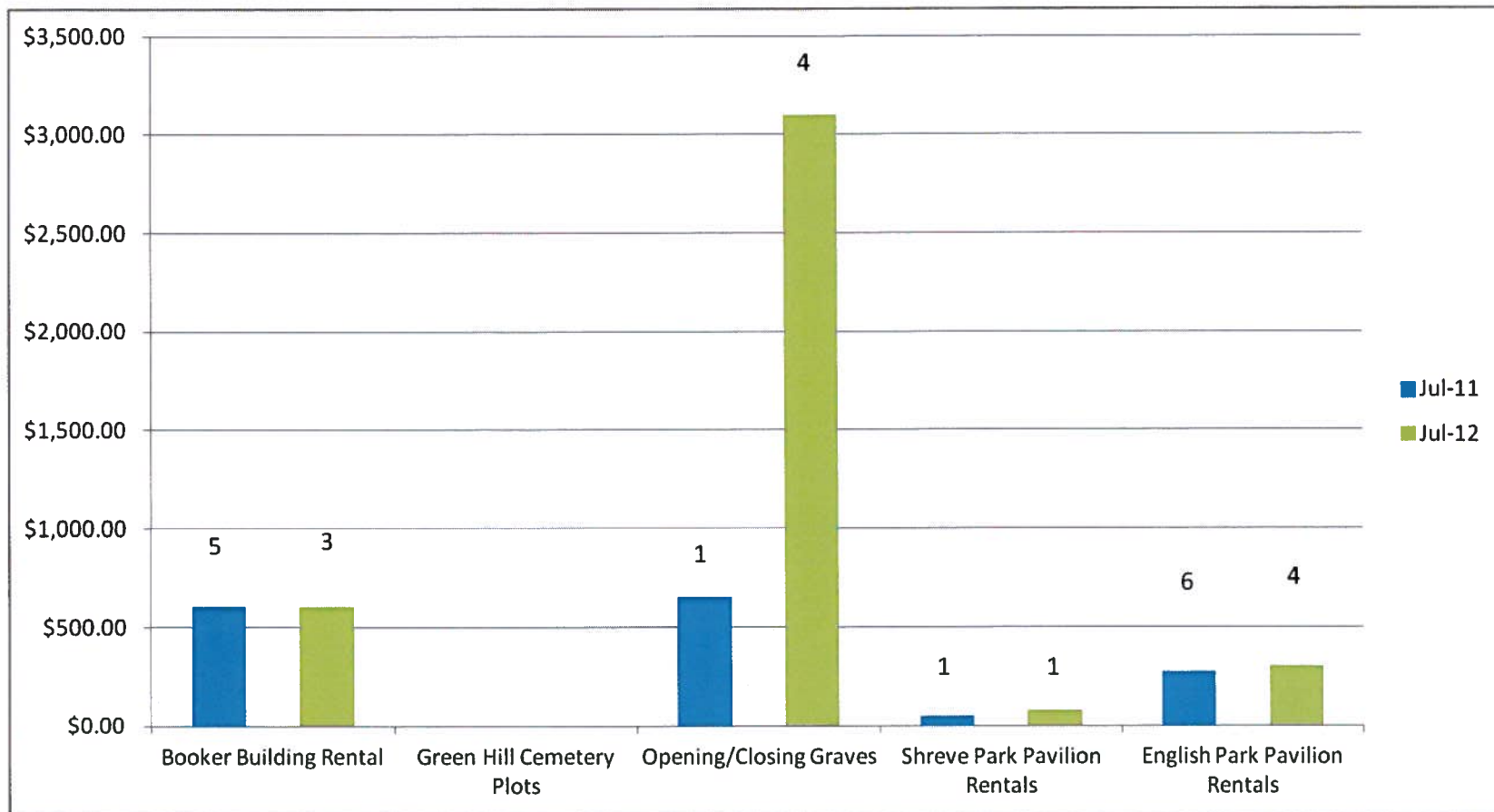
### **WWTP Emergency Overflow Pond**

- Dr. Licht has implemented his Pilot Field Study for Phytoremediation.
- Dr. Sower’s has implemented his Pilot Field Study for Bioremediation.
  - First round of sampling – August 2nd
- Mirimichi will be performing an off-site “bench scale study” of the sludge for confirmation regarding their remediation process.
- Letter received from DEQ citing their concerns about the Town’s EOP and our participation in the VRP.
  - Response letter sent to DEQ
- EarthNet (Fredericksburg, Va) visited the site and took samples for analysis.

### **Bedford Avenue Park Improvements**

- Park work is complete.
- Town staff will complete work associated with the parking area along the alley.

ADMINISTRATION REPORT – JULY 2012



# Town of Altavista

## Monthly Business Activity Report

Date 7/31/12

### OPENED

Mailing Address & Physical Address					
Applicant Name	(if different)	Trade Name	Type of Business	Federal Id or SSN	Open Date
Donald Bryant	1616 Melinda Dr	Select Air Heating & Cooling	contractor	227-33-8364	Jul-12
Phillip West	285 Saddle Road	Flip West Builders Inc	contractor	54-1503918	Jul-12
Chris Mitchell	1827 Ridgeway Ave		contractor	227-45-4272	12-Jul

### CLOSED

Mailing Address & Physical Address			Personal Property		
Applicant Name	(if different)	Trade Name	Account # (if known)	Federal Id or SSN	Close Date
Sam & Katrina Jones	1235 Main St	Fat Katz			Jun-12

## Monthly Report to Council

**Date:** August 14, 2012  
**To:** Town Council  
**From:** Dan Witt, Assistant Town Manager  
**Re:** July 2012 Activity

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### 1. **Zoning/Code Related Matters:**

18-Jul	042-12	Advanced Auto Part, 1261 Main Street Altavista	Installation of new wall signs for entire lot- total of 2
22-Jul	043-12	Silvy Perkins, 1011A Main Street	New Business- Divine Touch- and sign
24-Jul	044-12	Rebecca Perkins, 916 Main Street	New Business- Meme's Bargains- and sign
26-Jul	045-12	Michele Dionisio 105 Wood Lane	Retail Office Space

- Drafted Council report for nuisance at 805 14<sup>th</sup> Street.

### 2. **Site Plans Reviewed and/or Approved:**

- Final site visit to inspect Wendy's signs, parking and landscaping. All approved.
- Site plan for upgrading signage at Advance Auto reviewed and approved.

### 3. **Planning Commission (PC) Related:**

- Edited minutes from July meeting
- Prepared packets for August meeting

### 4. **AOT Related**

- Attended July board meeting

### 5. **ACTS Relate**

- Completed June billing for operations.
- Validated daily ridership and revenue for bus system- July - total of 1,850 riders, \$400.00 in revenue and 3,713 miles traveled.
- Completed online June monthly reporting to DRPT as required
- Completed and submitted Draft Title VI program and policy
- Completed reimbursement requests for all ACTS CIP projects for FY2012
- Worked on CIP inventory required by DRPT
- Attended CTAV Board meeting in Richmond

### 6. **Projects and Administrative Related:**

- Updated GIC as needed
- Certified monthly payroll bank statements
- Attended Town Council meeting
- Posted 3 surplus vehicles on Govdeals.com and Publicsurplus.com for auction. All three sold at or above reserve set by staff.
- Purchased and set up extension for projector in Council chambers.

## **Water Department Report July, 2012**

### **Water Production:**

Water Plant: **54.8** million gallons of raw water treated.

Water Plant: **38.4** million gallons of finished water delivered.

Mcminnis Spring: **6.7** million gallons of finished water treated.

Mcminnis Spring: average 284,000 gallons per day and run time hours 15 a day.

Reynolds Spring: **6.0** million gallons of finished water treated.

Reynolds Spring: average 213,000 gallons per day and run time hours 13 a day.

### **Water Purchased:**

Campbell County Utility and Service Authority:

Town needs a contract between both parties, in order to receive water from CCUSA, and must be approved by Department of Health.

Electronics need to be repaired in order to receive water from CCUSA . Who pays the Town or CCUSA.

### **Water Sold:**

Town of Hurt

### **Water Plant Averages for July, 2012:**

Weekday: **17.4** hrs / day of production

**1,934,000** gallons treated / day

Weekends: **11.7hrs** / day of production

**1,315,000** gallons treated / day

### **Special Projects:**

- Clarion Road Tank level gauge out of service July 9<sup>th</sup> 2012
- Melinda Tank level gauge out of service July 9<sup>th</sup> 2012.

### **Water Plant**

- Repair number two filter rate of flow controller and number four.
- Fire Town of Hurt medical center.
- Clean out raw bleach line.





## **MONTHLY POLICE REPORT SYNOPSIS**

### **MONTH OF JULY, 2012**

**CRIME STATISTICS**      -      July 1, 2012 thru July 31, 2012

#### ***Crimes Against Persons***

For the Month of July, the Town of Altavista Community experienced 4 incidents or a 50 % decrease of Crimes Against Persons compared to 8 incidents last year during the same time duration.

- 3      Simple Assaults
- 1      Intimidation

#### ***Property Crimes***

For the Month of July, the Town of Altavista Community experienced 12 incidents or a 63.64 % decrease of Property Crimes compared to 33 incidents last year during the same time duration.

- 5      Destruction/ Damage/ Vandalism of Property
- 2      Shoplifting
- 2      Theft from Motor Vehicle
- 1      Theft of Motor Vehicle Parts
- 2      All Other Larceny

#### ***Quality of Life Crimes***

For the month of July, the Town of Altavista Community experienced 14 incidents or a 40.00 % increase of Quality of Life Crimes compared to 10 incidents last year during the same time duration.

- 1      Disorderly Conduct
- 2      Drunkenness
- 2      Trespass of Real Property
- 9      All Other Offenses



**CRIME STATISTICS** - January 1, 2012 thru July 31, 2012 Y.T.D.

Year to date, the Town of Altavista experienced 29 incidents or a 14.71 % decrease of Crimes Against Persons compared to 34 incidents last year during the same time duration.

- 1 Kidnapping
- 1 Sexual Assault with Object
- 1 Forcible Fondling
- 3 Aggravated Assault
- 22 Simple Assaults
- 1 Statutory Rape

Year to date, the Town of Altavista experienced 59 incidents or a 54.96 % decrease of Property Crimes compared to 131 incidents last year during the same time duration.

- 6 Burglary/ B& E
- 2 Motor Vehicle Theft
- 2 Counterfeiting/ Forgery
- 1 Embezzlement
- 13 Destruction/ Vandalisms
- 18 Shoplifting
- 2 Theft from Coin Operated Machine
- 3 Theft from Motor Vehicle
- 1 Theft of Motor Vehicle Parts
- 11 All other Larcenies

Year to date, the Town of Altavista experienced 88 incidents or a 13.73 % decrease of Quality of Life Crimes compared to 102 incidents last year during the same time duration.

- 6 Drug/ Narcotic Violations
- 1 Drug Equipment Violations
- 1 Disorderly Conduct
- 5 Driving Under the Influence
- 13 Drunkenness
- 1 Family Offenses, Nonviolent
- 1 Runaway
- 2 Trespass of Real Property
- 58 All Other Offenses



**Major Crimes Statistics** *(Combining Crimes Against Persons & Property Crimes = Major Crimes)*

Month of July 2012, the Town of Altavista Community experienced 16 incidents or 60.98 % decrease in Major Crimes compared to 41 incidents last year during the same time duration.

Year to date, the Town of Altavista experienced 89 incidents or a 46.10 % decrease in Major Crimes compared to 165 incidents last year during the same time duration.

The above statistics depict "Shopliftings" (primarily from Wal-Mart) as the most frequent occurrence of criminal activity the Town of Altavista is experiencing.

**CALLS FOR SERVICE** - July 1, 2012 thru July 31, 2012

The Altavista Police Department was dispatched to 360 Calls for Service or a 13.7 % decrease compared to 417 C.F.S. last year during the same time duration.

**CALLS FOR SERVICE** - January 1, 2012 thru July 31, 2012- Y. T. D.

The Altavista Police Department was dispatched to 2225 Calls for Service or a 9.3 % decrease compared to 2452 C. F. S. last year during the same time duration.

**CRIMINAL ARRESTS EXECUTED** - July 1, 2012 thru July 31, 2012

The A.P.D. executed 21 criminal arrests or 50.0 % increase compared to 14 criminal arrests last year during the same duration.

**CRIMINAL ARRESTS EXECUTED**- January 1, 2012 thru July 31, 2012 Y. T. D.

The A.P.D. executed 98 criminal arrests or 33.3 % decrease compared to 147 criminal arrests executed last year during the same time duration.

**TRAFFIC CITATIONS ISSUED** - July 1, 2012 thru July 31, 2012

The A.P.D. issued 27 traffic summonses or a 35.71 % decrease compared to 42 traffic summonses issued last year during the same time duration.



### **TRAFFIC CITATIONS ISSUED** - January 1, 2012 thru July 31, 2012 Y. T. D.

The A.P.D. issued 204 traffic summonses or a 34.4 % decrease compared to 311 traffic summonses issued last year during the same time duration.

### **TRAFFIC WARNING CITATIONS ISSUED** - July 1, 2012 thru July 31, 2012

The A.P.D. issued 6 traffic warning citations to adults and 0 traffic warning citations to juveniles during the month of July.

### **TRAFFIC WARNING CITATIONS ISSUED** - February 1, 2012 thru July 31, 2012

The A.P.D. issued 64 traffic warning citations to adults and 4 traffic warning citations to juveniles year to date.

### **OFFICER OF THE MONTH – July, 2012**

Ret. Sgt. Calvin E. Rowland has been selected as Officer of the Month for July 2012. It is with sincere gratitude and appreciation for the countless years of service to the Town of Altavista that we honor him. Sgt. Rowland retired effective Aug 1<sup>st</sup> 2012. He has left a void in our organization that cannot be filled. Sgt. Rowland dedicated a large portion of his life trying to ensure that others were able to pursue life free from crime and abuse. Over the years Sgt Rowland has been willing to respond at a moment's notice to perform his duty. He kept a mental file of incidents, people and obscure town procedures that only an officer with tons of experience would recall. It has been an honor to have Sgt Calvin E. Rowland as a member of our department and our profession.

### **PERSONNEL TRAINING**

Forty-one (41) hours of training were afforded to police personnel during the month of July 2012. Blocks of instruction pertained to the following training subjects: Canine Training, (C. E. R. T.) Citizen Emergency Response Team Training, General In-House Training, General in-service training, and Legal Update Training.

### **WHAT'S NEW**

The Police Department is partnering with the Campbell County Vocational-Technical Center to host a summer law enforcement program for students in August. We will be providing instructors for this program.



**Crimes Against Persons has decreased 14.71 % for this year compared to last year during the same time period. Property Crimes has decreased 54.96 % for this year compared to last year during the same time period. Quality of Life Crimes has decreased 13.73 % for this year compared to last year during the same time period. *Normally jurisdictions may experience a 1%-5% increase in crimes during the warmer months. I commend every Altavista Police Officer for their outstanding performance and dedication to duty. (Chief Clay Hamilton)***

**Traffic summonses are significantly down year to date. This can be attributed to radar trailer deployment in areas where the department has received complaints of traffic problems and the issuance of traffic warning citations.**

***Information compiled for this report was taken from the Altavista Police Department's Monthly Report.***



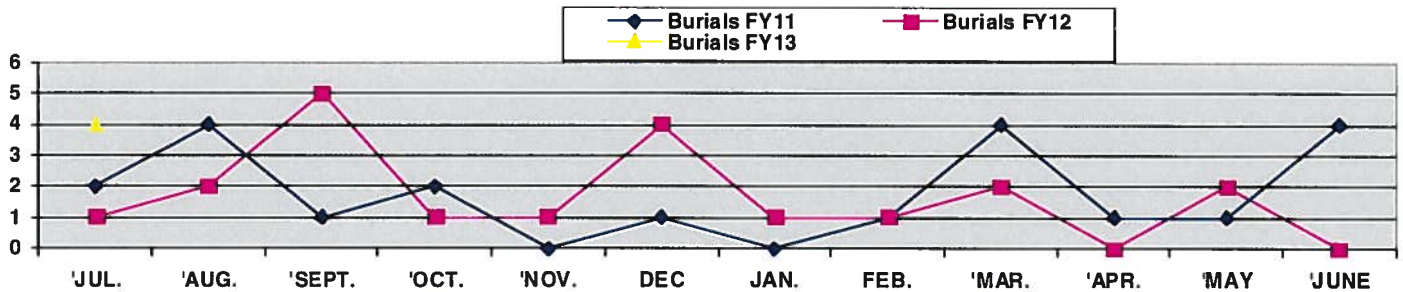
# **PUBLIC WORKS REPORT**

## **MONTH OF JULY 2012**



## CEMETERY

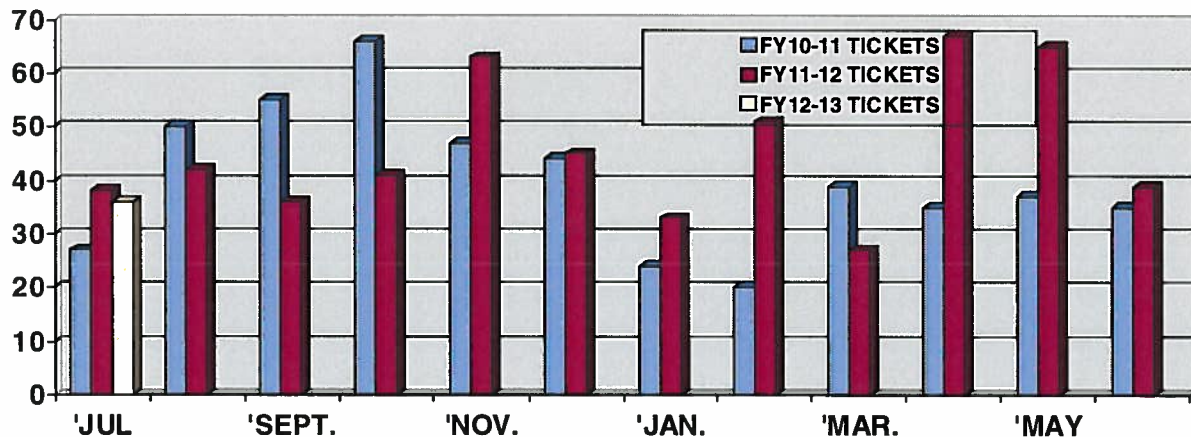
### ❖ BURIALS: 4



## Buildings & Grounds Maintenance

### ❖ PARKS:

### ❖ MISS UTILITY TICKETS (36)



## REFUSE & BRUSH & SPECIAL PICKUPS

- ❖ Total solid waste tonnage for the month 80.72 tons.
- ❖ Total brush stops for the month. (170) Stops
- ❖ Total special pickup tonnage for the month 15.38 tons. (146) Stops
- ❖ Total weekend truck tonnage for the month 3.88 tons. (5) Trucks

## SEWER & WATER

- ❖ Sewer (Video): Page 9 1,555'
- ❖ Sewer (Clean): Page 9 1,937'
- ❖ Sewer (Repair): 3 Ash Lane, 1617 Melinda Dr.
- ❖ Sewer (Blockage): 2207 Beverly Heights, 1615 Melinda Dr., 309 Frazier Road

Total Linear Footage (Video): 1,555'

Total Linear Footage (Clean): 1,937'

## Emergency Overflow Pond - PCB Remediation

114 Reg. Hrs.

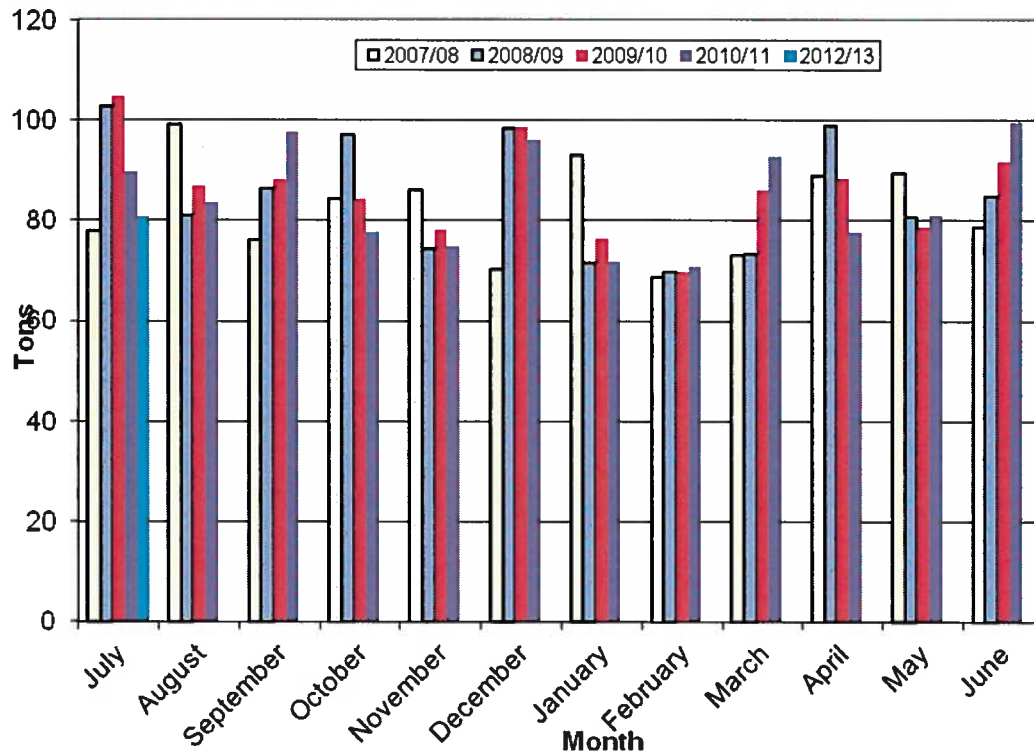
- ❖ Water (Repair): 1107 Amherst Ave., 310 Main St., 916 Park St., 500 Washington St., 163 Oliver Road, 1608 Dale Ave., 1412 Hillcrest St., 1208 Bedford Ave., 1013 11<sup>th</sup> St.

## STREET MAINTENANCE

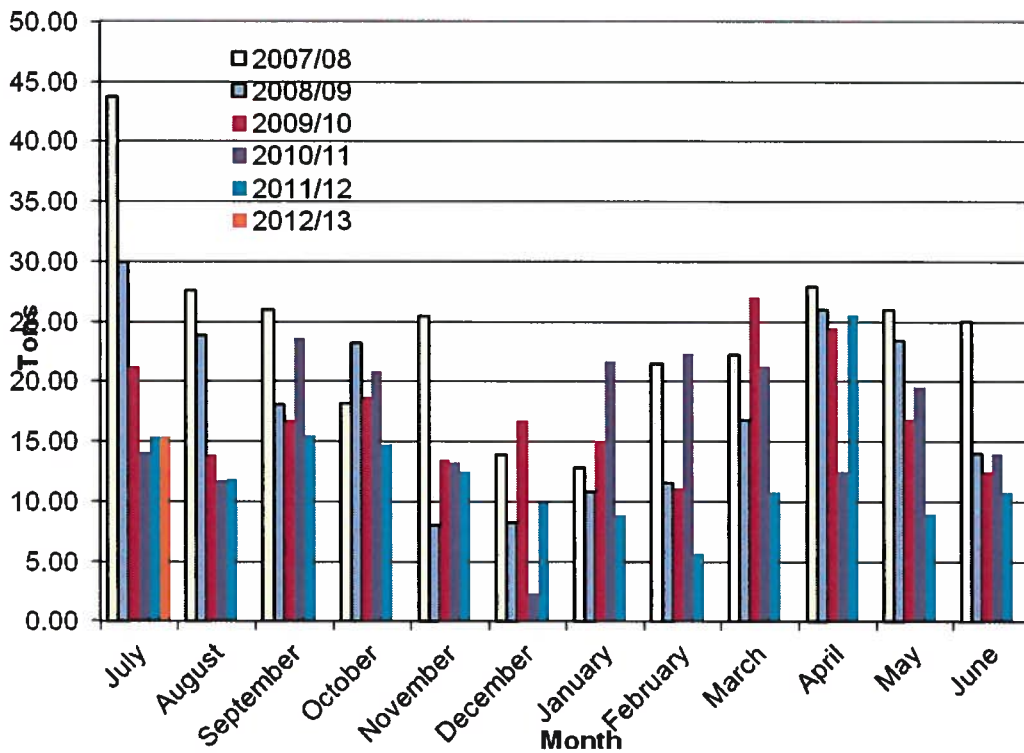
- ❖ Weekly Street Sweeping: Town of Altavista (92) Miles
- ❖ Storm Damage:
  - Bedford Ave. and Main St. 36.50 Hrs. (2) Tandem Loads
  - Town Wide 304 Hrs. (12) Tandem Loads
  - English and Shreve Park 17 Hrs.
- ❖ Bags of Litter (44)
- ❖ Asphalt Tonnage: 23.32 Tons
  - (8) Hwy, (2) Park, (13.32) Water
- ❖ Weed Control Chemical-Gallons
  - (172) Streets, (68) Hwy



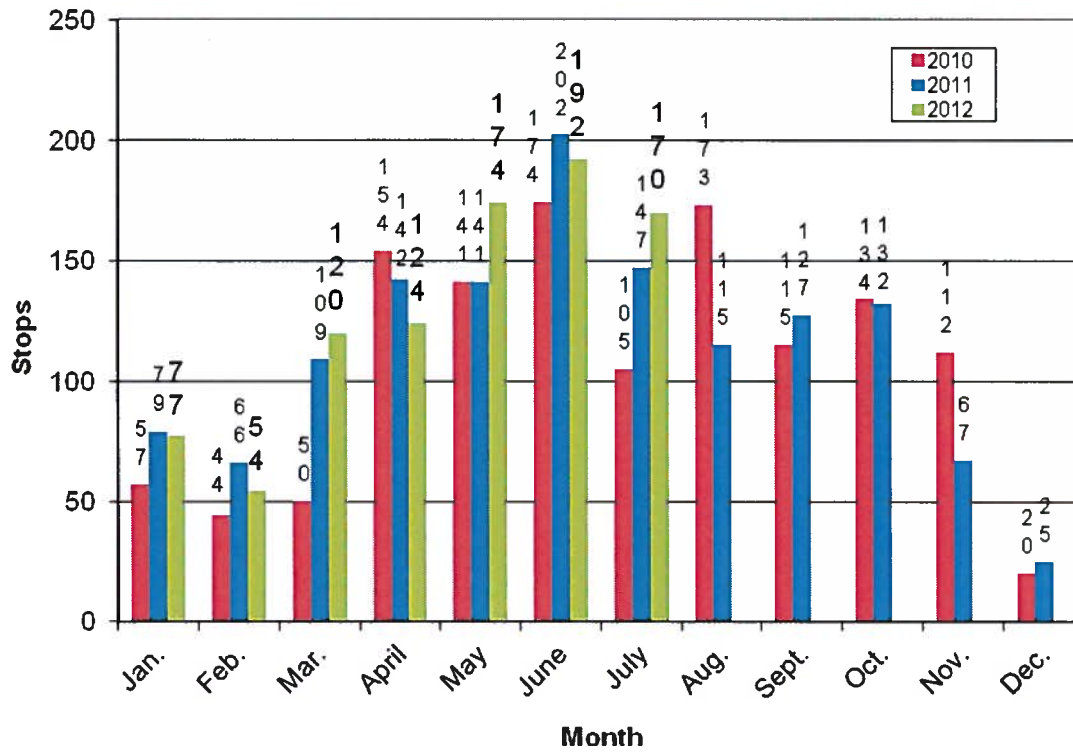
## Solid Waste Comparison



## Special Pick Up Comparisons



## Brush Comparison



# Transportation Department Monthly Report-FY2013

October 1, 2011 through September 30, 2012

<u>Month</u>	<u>Total # Riders</u>	<u>Average Daily Riders</u>	<u>Monthly Miles</u>	<u>Monthly Revenue</u>
October	805	34	3,631	\$ 401.00
November	849	37	3,601	\$ 351.00
December	1,076	46	3,995	\$ 500.00
January	813	35	4,028	\$ 413.00
February	875	38	3,914	\$ 476.00
March	983	40	3,856	\$ 428.50
April	872	38	3,685	\$ 462.50
May	1,028	41	4,010	\$ 472.00
June	*2,026	86	3,831	\$ 400.00
<b>July</b>	<b>1,850</b>	<b>80</b>	<b>3,713</b>	<b>\$ 400.00</b>

<u>Total YTD</u>	<u>9,151</u>	<u>48</u>	<u>38,264</u>	<u>\$ 4,304.00</u>
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<u>Comparison FY2012</u>	<u>Monthly Riders</u>	<u>Percent Change</u>
Jan-11	391	208%
Feb-11	590	150%
Mar-11	481	204%
11-Apr	495	176%
May-11	551	186%
11-Jun	**1,617	125%
11-Jul	1,364	136%

\* Includes 315 UBD Shuttle- actual transit riders 1,712

\*\*Includes 550 UBD Shuttle- actual transit riders 1,067